DECEMBER 23, 1946

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

"AMAZED!"*

said one sponsor, when we told him the other day . . .

1. that WOR reaches 16 cities of more than 100,000 people each.

2. that the WOR area contains 65,000 farms —284 of which are in New York City!

3. that WOR delivers 32 trading areas with 25,000 to 100,000 people each.

4. that the 18,000,000 people in the WOR territory have a spendable income of more than 26 billions!

**don't know why; we've been that way for years.*

Mutual

You bring the food

YOU'RE INVITED to a party each December, if you live in range of the WLS clear channel, 50,000-watt signal—a party to which *you* bring the food!

For this food is not served to those who come to the party. It is for others who are hungry, orphaned, unfortunate.

If a tradition can be established in twenty-one years, the WLS Christmas Giving Party *is* a Chicago-area tradition. Requests for tickets billow in with the first announcement. We have had to limit these free tickets to four per request, even though we now give *two* parties instead of one.

The tickets alone won't get you in—with your ticket must come an article of food: canned goods, sacks of flour, potatoes, the things that go to make Christmas a happier time for those in need.

It was a grand party again this year. Two packed houses enjoyed the fun provided by a host of WLS National Barn Dance talent. And best of all, the parties netted great hampers of Christmas joy.

This we like at WLS—this chance to act as the medium for good neighbors who want to help others. So long as there are people like this friendly audience of ours, America is sound and strong. It is a privilege to serve them.

And may we wish *you* a Merry Christmas, too?

A Clear Channel Station

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix · KTUC, Tucson · KSUN, Bisbee-Lowell-Douglas

Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH, MIDDLE TENNESSEE MARKET

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5,000 WATTS • 980 KC

AMERICAN • MUTUAL

Represented Nationally by

THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

DESPITE HESITANCY of big advertisers on 1947 appropriations, indications are radio budgets will be increased, principally in national spot end. One large agency anticipates spot increase of roughly 100%, which would bring 1947 billings above $4,000,000.

HIGHLY SUCCESSFUL "full network" selling of major networks may be in for rougher sledding in 1947. With more selective buying in offing, number of accounts prefer smaller network campaigns to be supplemented by national spot placements in longer line markets. That's talk anyway, but whether networks will break down existing solid front remains question.

INDUCED BY growing shortage of available call letter assignments, plus factor of easier listener identity, FCC thinking seriously of mandatory assignment of suffixes "FM" and "TV" to designate such classes of stations when assigned to AM licensees. Majority of existing AM-ers already have adopted this formula.

RECOGNIZING growing importance of radio in agency life, American Assn. of Advertising Agencies shortly will consider recommendation that Timebuyers Committee be designated Radio Committee with membership enlarged from 8 to 16 and to include midwest and West Coast agency men. Action expected shortly after first of year.

INDOCTRINATION on 2% cash discount project of American Assn. of Advertising Agencies delivered in person to NAB last week by AAAA President Frederic R. Gamble, flanked by Carlos A. Franco, Y & R radio manager and Richard L. Scheidker, Mr. Gamble's assistant. With President Justin Miller were Executive Vice President A. D. Willard Jr., Frank E. Pellegrin, director of broadcast advertising, and Don Petty, general counsel.

"T-DAY," which means onset of television, is term used by RCA Victor in opening new television sales campaign in markets which will have stations. In Washington, where NBC is building new TV outlet, "T-Day" is set for late March or early April coincident with inauguration of station service and set sale campaign.

TO KICK OFF new debate year, Yale Law School has one upcoming on FCC Blue Book and censorship on Jan. 8. Old team of Comr. Cliff Durr and Blue Book Co-Author Charles I. Siepmann will tee off against Louis G. Caldwell, first general counsel of Federal Radio Commission and prominent Washington attorney specializing in radio. Fourth participant, pairing with Barrister Caldwell, to be named.

HOUSE COMMITTEE on Un-American Activities will have plenty to say about FCC's Blue Book and its authorship in annual re-

(*Continued on page 90*)

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.

Jan. 8-10: NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

Jan. 10: FM Assn., Organization Business Meeting, 10 a.m., Hotel Statler, Washington.

Bulletins

MRS. ANDREW D. RING, 41, wife of Washington consulting engineer who was former FCC assistant chief engineer, died late Friday night in Bethesda, Md., hospital, few hours after suffering cerebral hemorrhage.

RESULTS of balloting Friday night by Chicago, Hollywood AFRA locals on national code remains secret until after locals confer with national board this week (early story page 17). In Chicago 250 members gave Ray Jones, executive secretary and assistant executive secretary, national board, confidence vote on Chicago's major issue—eliminating sustaining staff announcers' classification. Majority agreed to abide by national board decision; compromised one point to permit commercial announcers to do 12 quarter-hour shows weekly without added fees. On coast agreement reported between AFRA-networks on regional, local codes, with compromise on staff announcers.

FM LOW BAND STATIONS MOVED TEMPORARILY

TEMPORARY assignments in old FM band for broadcast stations now operating between 42-44 mc announced Friday by FCC. New stations move into 44-45 mc band, pending shift to regular assignment in 88-108 mc band. FCC desires to clear 42-44 mc region for non-government fixed and mobile services, to which they have been allocated. Changes are effective Jan. 1, in no event after Feb. 1.

Date when all FM operation in 44-50 mc band must cease and all FM operate in 88-108 mc band not yet fixed by FCC, awaiting general availability of upper band FM receivers.

Temporary assignments follow (present temporary, new temporary and regular assignments):

W2XMN Alpine, N. J., 42.8 to 44.1 mc (regular assignment 98.9 mc).
WINX-FM Washington, D. C., 43.2 to 44.7 mc (92.9 mc).
WMNE Boston, 43.9 to 45.1 mc (98.1 mc).

Following educational stations are affected:

WBEZ Chicago, 42.5 to 44.3 mc (91.7 mc).
WBKY Lexington, Ky., 42.9 to 44.3 mc (91.3 mc).
WBOE Cleveland, 42.5 to 44.3 mc (90.1 mc).
KALW San Francisco, 42.1 to 44.3 mc (91.7 mc).
*WNYE New York, 42.1 to 44.9 mc (91.7 mc).
*WIUC Urbana, Ill., 42.9 to 44.7 mc (91.5 mc).

*Propose to cease operation until equipment is ready for regular assignment.

Business Briefly

NEW ABC CARD ● ABC, effective Jan. 1 issues new rate card No. 2, under which costs for time periods remain constant except 2½% reduction on special daytime discount on programs broadcast between 9 a.m.-1 p.m., Mon. through Sat. Current advertisers may change to new rate after Jan. 1 or continue under present card for year.

MBS LISTS SALES ● MBS announces 45 cooperative sales in past two weeks—Fulton Lewis jr. 12; Cedric Foster 10; Cecil Brown 4; *Tell Your Neighbor* 4; *Erskine Johnson's Hollywood* 5; *Captain Midnight* 3; *Inside of Sports* 2; Bill Cunningham 4; Arthur Hale 1.

COSMOPOLITAN APPOINTS ● *Cosmopolitan* Magazine appoints Donahue & Coe, New York, to handle advertising. Radio may be used.

SIGNS FOR TV SERIES ● Bristol-Myers Co., New York (Ipana and Vitalis), Jan. 5 starts sponsoring *Party Line*, starring John Reed King, on WCBS-TV New York, Sun., 8:30 p.m. Agency: Doherty, Clifford & Shenfield, New York.

NETWORKS TO REFER FCC TO STATIONS FOR DATA

NETWORK representatives this week scheduled to ask FCC to go to affiliates for information on sustaining network programs carried by individual stations (see page 15), it was learned Friday following secret meeting in New York of chain executives. Because of cooperative operation Mutual has no check on what's used, what isn't. Other major networks have no facilities for checking sustainers, don't monitor stations in each market.

Consensus was FCC went to wrong source for information, should get it from individual station program logs. Said Mark Woods, ABC president: "I can't understand anybody's getting excited about it. I look upon it (FCC letter) as one of those routine things." One network president reportedly quipped, however, 'twas none of Commission's business who carries what programs.

HOUSE OPENING ON TELEVISION

CONGRESS SESSION will be televised first time Friday when 80th Congress convenes with President Truman slated for first appearance before television cameras when he delivers "State of the Union" address before joint session either Jan. 6 or 7. CBS, Du Mont and NBC pooling to televise opening session of House at 12 noon EST, Jan. 3, for WABD WNBT WCBS-TV N. Y., WPTZ Philadelphia, WTTG Washington.

Two image orthicon cameras in House chamber, two outside Capitol to televise Congressmen on arrival. It will be second telecast pooled from Washington, first Feb. 12, 1946, when AT&T N. Y.-Washington coaxial cable inaugurated with telecast from Lincoln Memorial.

in your plans for **PROFITABLE SELLING**

include **WRAW**

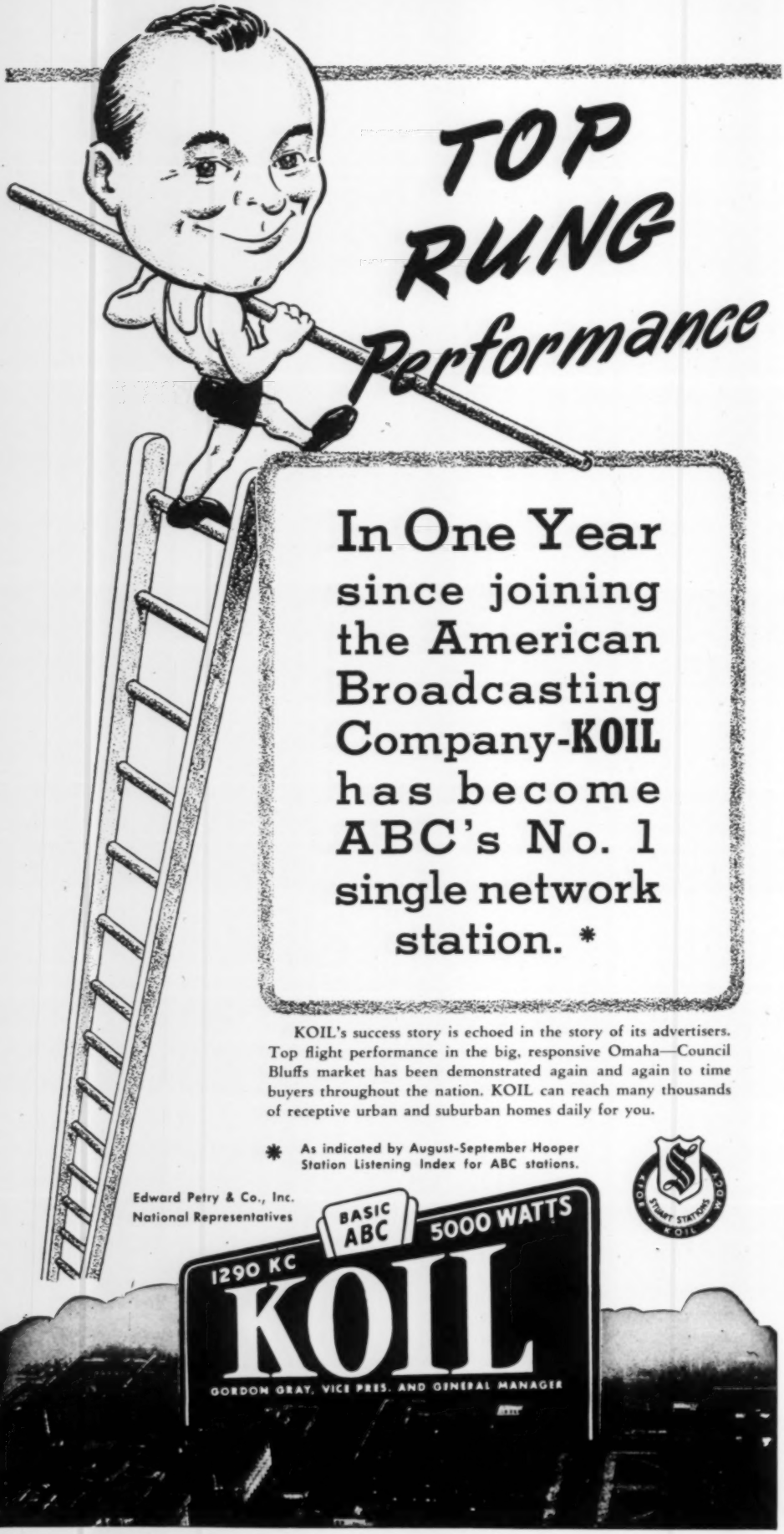
READING, PENNSYLVANIA

Reading is a thriving manufacturing city—located in the heart of a fertile farming territory. Its natural trading area has a population of nearly a quarter of a million. Its industries, typical of which are Luden's Cough Drops and Candies, Vanity Fair Silk Mills, Berkshire Knitting Co., etc., etc., assure the community a consistent prosperity. Here's a market that can fit into your plans for profitable selling. You can reach it economically over WRAW. Write for full information.

NBC

Represented by **RADIO ADVERTISING CO.**

New York • Chicago • San Francisco • Hollywood • Dallas


TOP RUNG Performance
In One Year since joining the American Broadcasting Company-KOIL has become ABC's No. 1 single network station. *
KOIL's success story is echoed in the story of its advertisers. Top flight performance in the big, responsive Omaha—Council Bluffs market has been demonstrated again and again to time buyers throughout the nation. KOIL can reach many thousands of receptive urban and suburban homes daily for you.
* As indicated by August-September Hooper Station Listening Index for ABC stations.
Edward Petry & Co., Inc.
National Representatives
BASIC ABC
5000 WATTS
1290 KC
KOIL
GORDON GRAY, VICE PRES. AND GENERAL MANAGER

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Mary A. Cook.

PROMOTION

WINFIELD R. LEVI, *Manager,*

NEW YORK BUREAU

250 Park Ave., Zone 17. *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

5000 Sunset Boulevard, Zone 28. *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

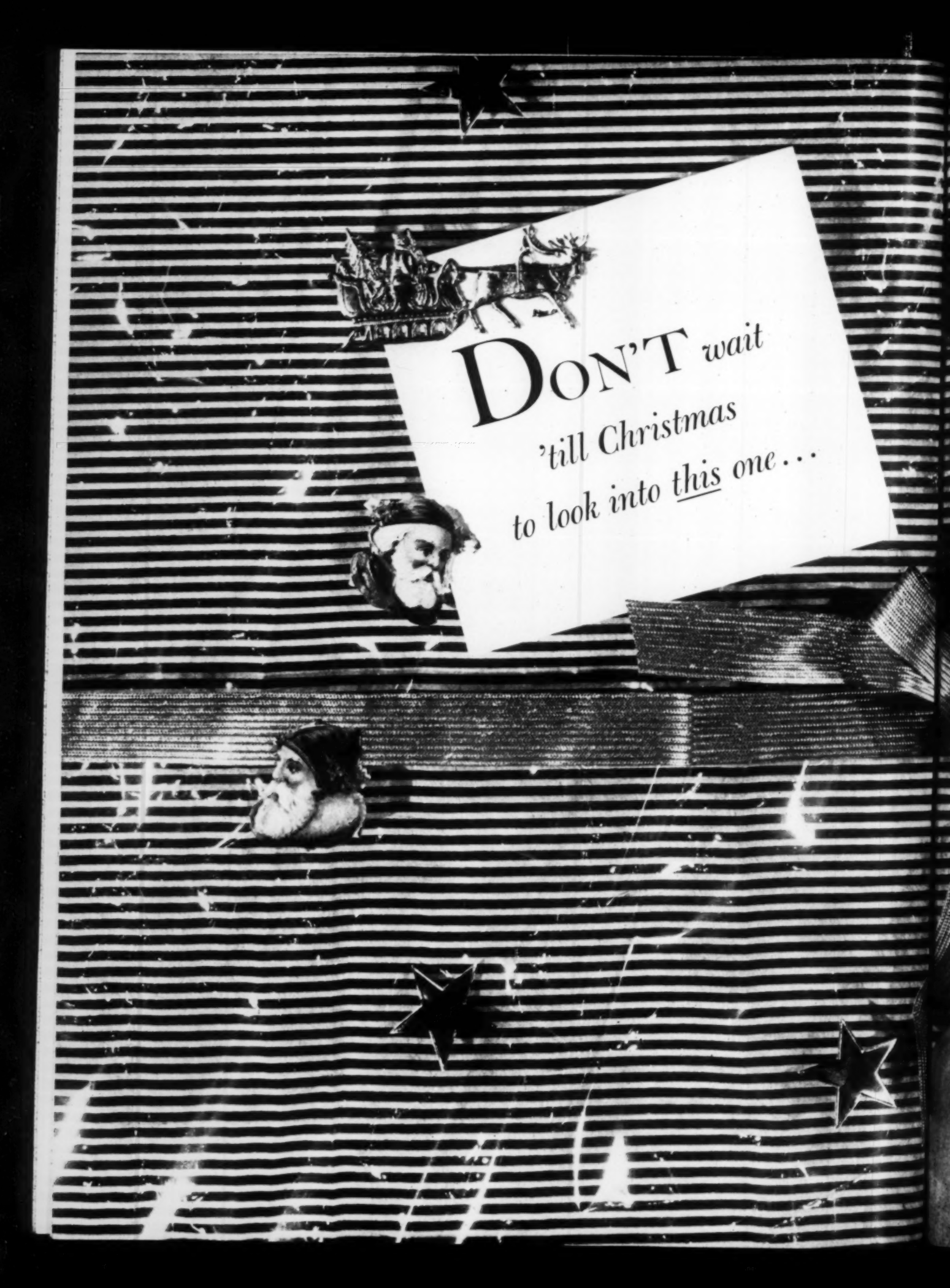
SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

The cities and towns in the great Ark-La-Tex will brighten any advertiser's Christmas Tree! We'll provide the lights . . . all you have to do is *plug 'em in!* Only a Shreveport Station can sell this billion-dollar tri-state market . . . and KWKH is the *only* Shreveport station able to provide that coverage. Power-packing 50,000-watt KWKH has long had an "exclusive" in the ARK-LA-TEX.

Why is this? It's because our programs are *directed specifically* to the thousands of Ark-La-Tex families . . . *tailor-made* for their particular wants. Through such quality of performance and *dependability* we truly own the Ark-La-Tex market

Write today for availabilities.
K. K. Kellam, Mgr.
Dean Upson, Comm. Mgr.

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.


DON'T wait
'till Christmas
to look into this one...

For the first time in a long while—
a *very* long while—there's a participation
available on New York's most popular
woman commentator program:
"The Margaret Arlen Show."

Look into it now!

Every Monday through Saturday
from 8:45 to 9:00 a.m., the program offers:

TWO OF RADIO'S
MOST SUCCESSFUL SALESMEN,
Margaret Arlen and Harry Marble...

WCBS PRODUCTION. *In other words,*
network-calibre production at local costs...

FAMOUS GUESTS *from every field...*

TIMELY SLANTING *of material and guests...*

A READY-MADE, ENTHUSIASTIC AUDIENCE—
the latest Hooper Report shows Margaret Arlen
with the highest rating for any show
on the New York air at 8:45 a.m.

You'll get all this—tied together in an effective
package labelled "The Margaret Arlen Program"—
if you look into it now!
Call WCBS or any Radio Sales office.

WCBS

Key Station in New York of the Columbia Broadcasting System

Represented by Radio Sales, the *Spot* Broadcasting Division of CBS:
New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

* Recent Federal Reserve figures show that department store sales in Tampa during September were highest in the Southeastern United States.

Department store sales, bank clearings and other reliable trade indices in Tampa have a "success story" to tell the market-wise advertiser. 787,112 persons are engaged in a variety of stable, steady year 'round activities to make the Tampa trade area the richest, most-heavily-populated in Florida. And the continuing expansion of industrial, commercial and agricultural facilities in this prosperous market gives ample indication of its vast sales potential.

ALL day, EVERY day, WFLA is the most-listened-to station in the heart of the Tampa trade area. For coverage and sales, it's WFLA. HOOPER CONFIRMS IT, RESULTS PROVE IT!

5000 WATTS DAY AND NIGHT

WFLA

The Tampa Tribune Station

TAMPA NBC

National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.

Feature of the Week

MOVING an antenna tower 50 feet without any disassembly was a real challenge when WSPR Springfield, Mass., was forced to do just that. But it was done successfully, the station even remaining on the air throughout the move, using the other tower.

Only one contractor of several contacted was willing to undertake the job of moving the tower complete. He was O. C. Hamre, the veteran steel erector, who in 1921 installed the towers still used by WBZA (then WBZ), and who later installed the WSPR towers.

Change in power from 500 w to 1000 w nighttime required widening of the space between the towers.

First the tower was steadied with four guy-wires. Then each tower leg was lifted in turn by a jack, and the insulator assembly in which the tower foot rested was removed and replaced by a wood block. Two cranes with 130-foot booms were placed on opposite sides and gripped the tower above its center of gravity. The cranes then lifted the entire tower, still steadied by guy-wires, off the wood blocks, swung it toward the new location and set it down on the ground.

The cranes were moved forward, one always a little in advance of the other, and the tower was again lifted and swung nearer the new site, where steel piers set in concrete had already been set up.

Antenna is moved—in one piece

In the meantime the wood blocks had been moved from the old piers and placed on the new supports. The cranes lifted the tower and set it upon the wood blocks again. Then the tower legs were again raised in turn with the jack and the insulator assemblies reinstalled in place of the wood blocks under each tower foot. The fit was so nearly perfect that the bolts almost fell into place. Four moves were required to reach the new foundation. The entire operation took two days.

Sellers of Sales

FROM a clothing salesman to a timebuyer's position is the winding path which Richard Bunbury, of N. W. Ayer & Son, took upon his graduation from Columbia U. at the depth of the depression.

Born in New York City in 1907, Dick attended public schools there and majored in statistics at Columbia, where he graduated in 1931. He thought he had an inside track on advertising jobs because as a student he worked as secretary to the appointment officer at the university. However, businesses were going bankrupt and people were going hungry; so in order to eat regularly, Dick took a job as travelling salesman for a clothing manufacturer in New England.

DICK

A year on the road was enough for the would-be advertising man, and he jumped at the chance to work in New York as a statistician for a Wall St. firm. A year on Wall St. and Dick became statistician for the National Bureau of Economic Research, where he remained until his alma mater beckoned him to serve in a similar capacity in the department of political science.

It was from Columbia U. that he entered the advertising picture. N. W. Ayer & Son needed a man to handle radio program cost accounting in its radio department, and Dick was selected for the job. Within six months he was a timebuyer, a position he has held from 1936 until the present.

Dick is responsible for buying radio time that runs annually "well up into seven figures." He contracts for U. S. Army Recruiting programs, of which there are three, and for the Electric Companies Advertising Program, a CBS Sunday broadcast featuring Phil Spitalny and his all-girl orchestra.

During the war he served as a technical sergeant in the air force for 43 months. He is single and lives on Riverside Drive.

Remember the story about...

The Ugly Duckling

And what happened?

No question about it . . . we used to be classed with the ugly duckling. But not any more! WWDC in Washington has become the streamlined beauty when it comes to producing sales.

We've got sales success stories that will make your eyes pop. Glad to have you see them. As a matter of fact . . . you owe it to a client to study them!

Keep your eye on WWDC
IN WASHINGTON, D. C.
Coming Soon—WWDC-FM
Represented Nationally by
FORJOE & COMPANY

1946 Has Been a Great Year for.....

WE of WOV believe that in serving the public interest to the best of our abilities, we best serve our listeners and sponsors alike. Developing a broadcast pattern designed to entertain, educate and inform, has resulted in building and holding one of the most important audiences listening to any New York independent station. At the close of 1946 we express our gratitude to the sponsors who have contributed so much to make this public service possible.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK

3 KW of

NEW G-E TYPE BT-3-A ⇨

The 3-kilowatt FM broadcast transmitter with the famous Phasitron Modulator

✓ FEWER TUBES
✓ FEWER CIRCUITS
✓ FEWER COMPONENTS
✓ FEWER MAINTENANCE MINUTES
✓ FEWER PROGRAM OUTAGES
✓ FEWER INVESTED DOLLARS

BUILT for performance and economy, General Electric's new BT-3-A offers to broadcasters a *completely self-contained* 3-kw FM transmitter with every electrical and mechanical feature required by modern broadcast station owners and engineers. Designed with the revolutionary Phasitron Modulator and with fewer stages and fewer tubes than 3-kw FM transmitters of other design, here is 3000 watts of FM power that guarantees maximum audience and advertiser service—assures you lower cost per hour of operation.

For the full facts see your nearest General Electric broadcast sales engineer, or write the *Electronics Department, General Electric Company, Syracuse 1, New York.*

LOOK! ***New On-the-air reliability***
Fewer stages • Fewer tubes • Fewer components • Fewer outages • Complete fuseless overload protection with fast-acting circuit breakers • Automatic power reclosure after power failure • Longer tube and component life with air-blower system and lifetime air filters • Highest quality components used throughout • Simple, straightforward, all electronic circuits • Delta-Wye switching with instantaneous high-low power transfer for uninterrupted programming • Power amplifier tubes **quickly interchangeable.**

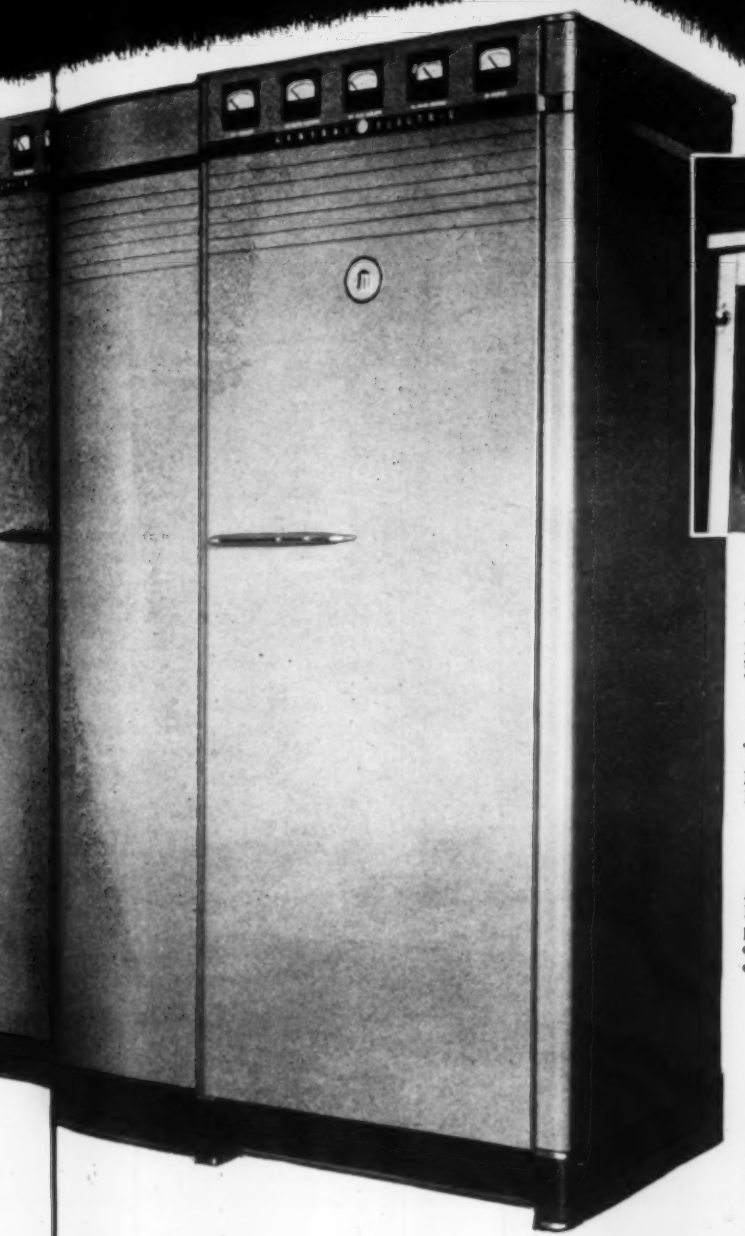
New Electrical Features
Push-pull tetrode power amplifier using the new ring seal GL-7D21's • No intermediate amplifier between 250-watt exciter and 3-kw amplifier • Critical neutralization eliminated • Includes the Phasitron Modulator • Block-built design for combining units to meet future power requirements • Complete metering • Power supply 208/230 volts ± 5%, 50/60 cycles, 3 phase.

New Accessibility
Completely self-contained • Full-length doors front and rear • Vertical chassis easy-to-get-at • Tubes, components, adjustments and controls — at your finger tips.

New Ease of Installation
Only 75 inches high, 72 inches wide, and 25 inches deep • Two easily-joined space-saving units for convenient transportation through standard doorways and in elevators.

New Styling
Husky and handsome • Matches other G-E FM transmitter units • Stainless steel trim • Rounded corners • Baked synthetic enamel with beautiful opalescent finish • Utility and beauty contribute to station appearance.

FM PERFORMANCE! Economy!



Power Amplifier

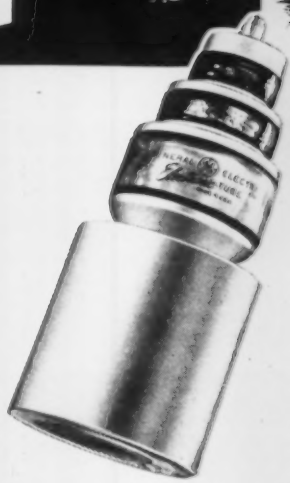
Two plug-in, radiator-type GL-7D21's in clean-cut symmetrical push-pull circuit. Neutralization adjustment is unnecessary. Tubes are replaced easily.

New G-E 3-kw FM Transmitter, type BT-3-A

Meets all FCC standards and latest proposed RMA standards.

Air-radiator type GL-7D21

New h-f tetrodes used in the BT-3-A power amplifier. In push-pull, delivers 3 kilowatts of power with only 120 watts of driving power.



Block-Build to higher power

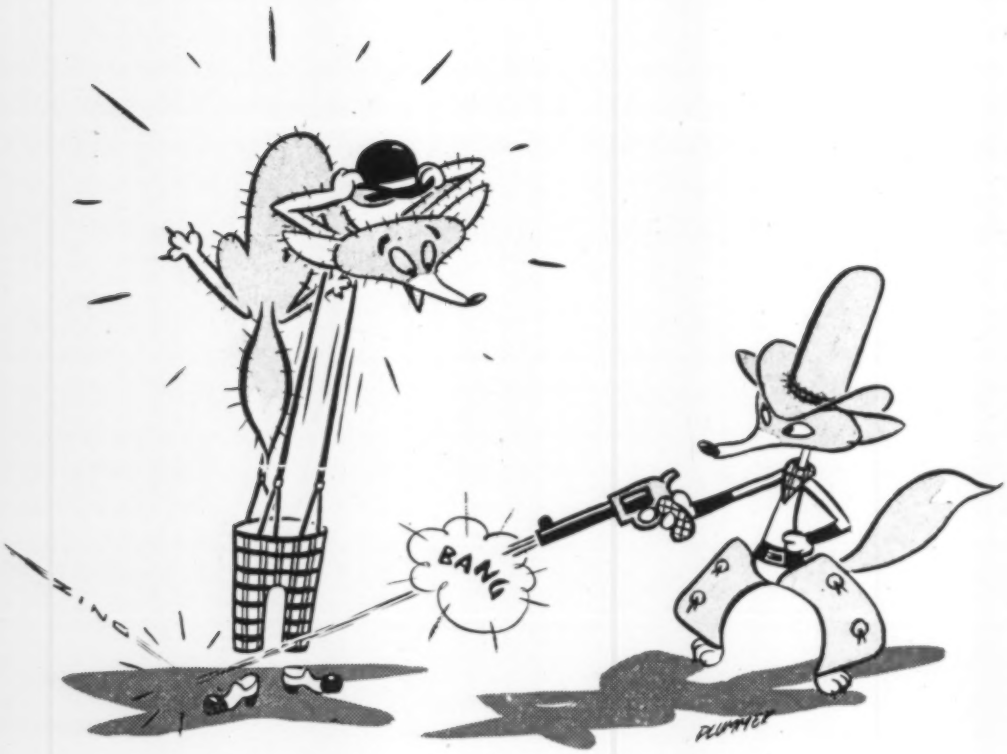
The BT-3-A includes a G-E 250-watt FM exciter and a 3-kw FM amplifier. If you now own a 250-watt exciter, simply add a G-E 3-kw amplifier. And if you anticipate swinging ultimately to higher power, then simply add a G-E 10-kw FM amplifier to your 3-kw G-E unit.

In combining G-E FM Transmitter units, there is no expensive equipment duplication, no equipment obsolescence, no relocation of existing units. Simplified wiring insures easy inter-unit connections. Size and appearance of all G-E units are harmonious and adaptable to future additions for higher power.

GENERAL ELECTRIC

160-613-9914

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!



● One never knows how high he can jump—or how well he can do anything *else!*—until he trys, hard! Extra effort always gets extra results.

For instance: When you tell us you're considering a campaign in one of "our" markets, we'll gladly prepare a complete analysis for you, on that market—an analysis made up for *you individually*, giving all the station and market data that applies to you and your problems, rather than merely a "general solicitation" that has no particular application to your needs.

Yes, that sort of thing is a little extra effort for us—but we bet you'll like the *results!*

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 360 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 25 WASHINGTON, D. C., DECEMBER 23, 1946 $5.00 A YEAR—15c A COPY

FCC Attacks Record Pile of Applications

Speedup Procedure Used As Year Nears End

By RUFUS CRATER

NEARING THE END of a record year, FCC is scheduling almost daily meetings for the rest of 1946 to cut into the near-record workload still before it.

The Commission is expected to go into 1947 with around 950 broadcast applications still to be decided, despite 1946 grants or conditional grants for approximately 1,160 new stations alone, according to FCC authorities.

The system of daily conferences and executive sessions among the Commissioners and their top staff executives, designed to clear away knotty problems that would tie up a larger number of personnel if held over for "regular meetings," has been followed for the past few weeks and is expected to continue, at least for the rest of the year, on every work day on which hearings and similar engagements do not make them impossible.

New Grants

New station grants during the past year, FCC authorities reported, already number 1,160, broken down as follows:

AM—515.

FM—605 conditionals, of which 406 have been made regular construction permits (including FM actions for three months of 1945).

Television—40.

On the other side of the ledger, the estimate of about 950 applications still awaiting decision compares with approximately 1,090 still to be acted upon at the end of 1945.

The current broadcast workload was divided approximately as follows, in unofficial estimates:

AM—Approximately 350 applications in hearing, 300 pending.

FM—About 115 in hearing, 175 others pending.

Television—Fourteen in hearing, seven others pending.

The "in hearing" applications include those on which hearings have been completed, so long as no decision has been issued, as well as those awaiting hearing.

In addition to these applications to be processed and decided, several major problems confront the Commission for an answer in 1947.

Outstanding among these are (1) a decision on the clear channel proceedings, which go into their final phases early in the year, and (2) an answer to the heartily debated question of whether color television in the ultra-high frequencies is ready for commercial operation, as contended by CBS, or whether it should be kept for the present as an experimental operation, as claimed by RCA-NBC, Du Mont Labs, and others.

A slow-down in the submission of new applications in recent weeks has led many FCC authorities to believe that at last they see signs of an approaching "return to normal." Even so, in many weeks the number of new applications continues to rival the number of applications decided.

The last 12 months have seen approximately 100 docket cases decided, representing approximately 400 applications, a survey of the records revealed. About 75% of these decisions were issued in the latter half of the year, after the Commission set up a special "hearing section" [BROADCASTING, Aug. Aug. 12].

In a report earlier this month, FCC said 117 hearings were pending as of Dec. 1. Covering approximately 205 broadcast applications, these have been given dates in the new Jan. 6-April 18 hearing calendar [BROADCASTING, Dec. 16]. As of Nov. 1, the Commission said, there remained 53 consolidated hearings, involving 171 applications, which had been completed at least two months earlier but on which decisions had not been issued.

Transfers Cut

The number of transfer and assignment applications has been cut to a bare handful. Records indicate approximately 200 have been decided, with only a half-dozen or so yet to be acted upon.

The year 1946 substantially bore out predictions a year ago that there would be close to 2,000 stations in the U. S. by Jan. 1, 1947.

Last Jan. 1 there were 1,004 AM stations including those for which construction permits had been issued. By early December of this year the comparable figure was 1,486, and enough construction permits to push this total well past 1,500 have been issued since then.

The number of AM licenses reached 1,000 last September for the first time. The 1,000th went to WIRA Ft. Pierce, Fla., and at that time the FCC reported 2,082 stations of all types operating or authorized and 1,218 new-station applications pending. The latter figures include noncommercial educational broadcasting, international, developmental and experimental and station applications as well as commercial AM, FM, and television.

Early this month FCC records showed 1,056 AM stations licensed and 430 AM construction permits outstanding.

In FM an estimated 100 stations are on the air, including 48 with regular licenses and those broadcasting on an interim basis until they are able to go into operation with their full authorized facilities.

The 1945 year-end predictions fell shortest, perhaps, as they related to television. A year ago authorities regarded 50 stations on the air or nearing completion as "a possibility" for 1946.

The number of commercial television licenses remains at six, although at least one permittee has received authority to operate its experimental station commercially on an interim basis. Many permit-

(*Continued on page 88*)

Nets Ordered to Report on Sustainers

FCC Blue Book Threat Realized in Call For New Data

FCC notified the major networks last week to submit a schedule of their network sustaining programs for the week of Nov. 17-23 and to list their affiliates which carried, or failed to carry, each one.

Putting into effect the Blue Book's promise that this information will be requested every quarter, the Commission will use the data, authorities explained, as a yardstick not only of the amount of network sustaining time and affiliate uses, but also, by comparison with program logs submitted by each station with its renewal application, as a general guide to the type of program being substituted for network sustainers.

Securing the reports quarterly, it was explained, will enable the Commission to have late information at hand at each renewal period (the expiration dates of stations' license terms are staggered, so that some come up every quarter).

The networks gave no immediate indication of their reaction to the request. Nor has NAB yet taken any official position on the plan, although its officials were known to have discussed it at some length.

The Commission's request was made known in a letter, released last Wednesday by FCC, specifying the details wanted and setting a Jan. 31 deadline.

Asked for Totals

The letter asked not only for call letters of stations using and not using each specific sustainer during the sample week, but also for totals, an indication of each case in which a network sustaining program was carried by a station on a transcribed delayed basis, and a schedule "showing in detail" the network sustainers broadcast by stations not regularly affiliated with the network.

Text of the letter:

Gentlemen:

In the Commission's Report of March 7, 1946, entitled "Public Service Responsibility of Broadcast Licensees" it was stated that the networks would be called upon quarterly for statements of the stations carrying and failing to carry network sustaining programs during a sample week in each quarter.

In pursuance of this policy you will henceforth be advised of the designated week prior to the end of each quarter and the Commission will appreciate receiving your statement no later than the end of the month immediately following each quarter.

Accordingly, the week beginning Sunday, November 17 and ending Saturday, November 23 has been designated for the last quarter of 1946 and it is requested that the following data covering this week be submitted by January 31, 1947:

1. A schedule of the network sustaining programs originated by your network during the week, giving the title and the day and time originally broadcast.

2. The stations, by call letters, to which each of the programs was made available and the stations accepting and rejecting each program.

3. The total number of stations (a) to which each program was made available, (b) accepting each program, and (c) rejecting each program.

4. An indication of each case in which program was broadcast on a transcribed delayed basis.

5. A schedule showing in detail the sustaining programs of your network broadcast by stations not regularly affiliated with your network.

Very truly yours,

(s) WM. P. MASSING
Acting Secretary

AP Radio Names White Consultant

Mr. WHITE

APPOINTMENT of Paul W. White, former CBS director of news, as a special radio news research consultant for a limited period, was announced last week by W. J. McCambridge, general manager of AP Radio News.

It is understood that Mr. White will make a study of AP radio news, as now prepared for broadcasters, and report his findings—with recommendations—to the AP executive staff. He will concentrate some of his attention on the use of wire service news in television. The assignment probably will take about three months.

Mr. McCambridge said that anticipated rapid development in FM, television and facsimile had made it desirable to sponsor studies as to how the AP could be of ever-increasing use to an expanding industry.

"Our present leadership in serving a news report to radio stations," McCambridge said, "is unquestioned. What we intend to do is to remain out in front, no matter what progress is made in radio of the future."

Mr. White, after an extensive background in newspapers and news services, joined CBS in 1930. He won a Peabody Award this year for CBS news coverage in 1945. Mr. White resigned from the network last May.

Since then he has written a book, *Radio News*, to be published by Harcourt-Brace next spring, has lectured at the U. of Illinois and has conducted a short course in radio news at the State U. of Iowa.

Shontex on 25 NBC

SHONTEX Co., Santa Monica, Calif. (shampoo, hair conditioning formula), Dec. 21 started for 52 weeks sponsorship of *Mystery Is my Hobby* on 25 NBC western stations, Sat. 9-9:30 p. m. (PST). Agency is Robert Raisbeck Adv., Hollywood.

WWVA Switch to CBS May Indicate Changes in WGBS, WAGA Affiliation

WITH THE return of WWVA Wheeling, W. Va., 50,000 w Fort Industry station to CBS affiliation effective June 15, speculation arose last week about possible switch in affiliation to the same network of two other Storer-owned outlets—WGBS Miami and WAGA Atlanta.

George B. Storer, Fort Industry president, and Herbert V. Akerberg, CBS vice president in charge of station relations, last week announced signing of the Wheeling outlet, now on ABC. WWVA had been on CBS prior to May 1941. WKWK Wheeling, present CBS local outlet, will shift to ABC.

While no confirmation was forthcoming either from Mr. Storer or CBS, it is understood the conversations also look toward a shift of WGBS, which operates on 710 kc with 10.000 w, from ABC to CBS—possibly about June 15. Present Miami outlet of CBS is WQAM, which operates with 5,000 w day and 1,000 w night on 560 kc.

Whether WAGA, using 5,000 w on 590 kc, will shift from ABC to CBS was reported problematical but is believed under consideration. The CBS Atlanta outlet is WGST, operating on 920 kc with 5,000 w day and 1,000 w night.

CONTRACT which brings WWVA Wheeling, W. Va. (50 kw on 1170 kc) back as CBS affiliate June 15, 1947, is examined by Mr. Akerberg (l) and Mr. Storer.

Presumably, affiliation of other Fort Industry stations is not affected in current negotiations. These are WSPD Toledo, WHIZ Zanesville and WLOK Lima, O., all with NBC, and WMMN Fairmont, W. Va., on CBS.

Five NBC Renewals

NBC LAST WEEK announced five network program renewals, all for 52 weeks.

Sterling Drug, New York, has renewed *Waltz Time*, Fri. 9:30-10 p. m., *Manhattan Merry-Go-Round*, Sun. 9-9:30 p. m., and *The American Album of Familiar Music*, Sun. 9:30-10 p. m. Agency is Dancer-Fitzgerald-Sample, New York. B. T. Babbitt, Inc., New York, has renewed *Lora Lawton*, Mon. through Fri. 11:45 a. m.-12 noon, through Duane Jones Co., New York, and Centaur Co., New York, has renewed *Molle Mystery Theatre*, Fri. 10-10:30 p. m., through Young & Rubicam, New York.

Hastings Resumes

HASTINGS MFG. Co., Hastings, Mich. (piston rings), which originally cancelled its ABC *I Deal in Crime* program effective Jan. 11, has reinstated its sponsorship of the show which is heard Sat. 8:30-9 p. m. Contract will run through May 25, 1947. Agency is Keeling & Co., Indianapolis.

Drawn for BROADCASTING by Sid Hix

"It's some sort of audience measurement meter to replace BMB."

Marlin Expands

MARLIN FIREARMS Co., New York, announced last week that its advertising campaign in 1947 will exceed any of its former annual expenditures and that it will use approximately 70 stations throughout the country. Agency is Craven & Hedrick, New York.

Production of FM Receivers Is Up

Total Value for All Receivers For Nine Months Given

PRODUCTION of FM receivers in November gained slightly over October though there were fewer working days, according to Radio Manufacturers Assn. Total production of all types dropped slightly, amounting to 1,496,482 sets as compared with 1,670,444 in October, an alltime record. November FM sets totaled 27,330 as against 23,793 in October.

Television receiver output in November was 1,844 compared to 827 in October, 1,551 being table models. Radio-phonograph consoles continued to increase though table models accounted for major production.

Total value of radio sets, phonographs and combinations produced in the first nine months of 1946 was $261,661,815, according to the U. S. Census Bureau in its final reconversion report on radio production. The Bureau has abandoned collection of statistics now that RMA is publishing monthly reports from its membership.

Production of radios in the period totaled 10,003,108, the Bureau found, of which 51,685 were AM-FM receivers. This does not include phonograph combinations or battery sets.

During the period 1,004,103 auto sets were produced, along with 1,248,358 radio-phonograph combinations. Number of table model home sets (except battery) was 6,482,336, with only 90,715 consoles. In the radio-phonograph class production totaled 53,406 AM table models under $30 factory value and 726,165 AM table models over $30; 69,555 AM consoles under $65 and 323,151 AM consoles over $65.

Switches to CBS

CHARLES E. HIRES Co., Philadelphia, Jan. 26 switches its *Hires Sunday Evening Party* from ABC, Sun. 6-6:30 p. m., to CBS Sun. 2:30-3 p. m. Show features Phil Davis and his orchestra with Bert Parks as announcer. The CBS period was formerly filled by Prince Matchabelli Inc., New York, *Stradivari Orchestra*, which was dropped [BROADCASTING, Dec. 9]. N. W. Ayer & Son is agency handling Hires account.

New Du Mont Color Tube Shown FCC

Commission, Staff Also View CBS Telecast

A DIRECT viewing color television receiver tube capable of receiving colored images broadcast by either the sequential system developed by CBS or RCA's simultaneous method was shown last Monday to a delegation of the FCC during a visit to the Allen B. Du Mont Labs., Passaic, N. J.

Headed by Comrs. Clifford J. Durr, Rosel H. Hyde, Ewell K. Jett and Paul A. Walker, the FCC party included a score of staff members, chiefly engineers. Group went from Du Mont to Radio Marine Corp. for a radar demonstration and then to the CBS color television laboratory. In the evening they were taken to Tarrytown, N. Y. to witness reception of a CBS color telecast 25 miles from the transmitter. FCC Chairman Charles R. Denny did not attend, because of illness.

In showing the new color tube, called the "trichromoscope," Dr. Allen B. Du Mont, president of the laboratories, who conducted the FCC tour of his factories, stated that his company is not offering any new color television system at this time. "We feel," he said, "that the tools necessary to make any color television system work properly are still in the development stage and the progress that can be made in developing these tools will be the main factor bearing on what type of system is most suitable to the public.

New Developments

"Of the systems so far proposed, we favor the simultaneous method as its advantages over the sequential are overwhelming," Dr. Du Mont said. "However, we feel that with the numerous new developments now being worked on, any standardization at this time will certainly mean that the public will not get anywhere near the ultimate in color television, as far as quality or cost of receivers is concerned."

Dr. Du Mont explained that the trichromoscope was a laboratory model in the process of development, but added that he expects to be ready to demonstrate it in action within a month or six weeks. He expressed the belief that "the development of this tube will provide a much better color picture than can be obtained either by projection means or by the use of a color filter, the reason for this being the much greater brilliance which can be obtained by this method as well as the better contrast range."

As explained by Dr. T. T. Goldsmith Jr., director of research, the trichromoscope is a cathode ray viewing tube with three bases instead of one. Each base holds a cathode ray gun which in operation emits a color signal in one of the three primary colors, red, blue or green. The inner face of the viewing end of the tube is covered with tiny three-sided pyramids or dots, each facet of each dot being in direct line with one of the cathode ray guns. Each facet is also coated with a fluorescent material sensitive to the color of the gun facing it. When a picture is received, each side of the dot glows with the appropriate color as transmitted, combining on the viewing screen into a full color reproduction of the original picture.

DEVELOPMENT of a new tube for color television reception is explained to an FCC delegation by Dr. Peter C. Goldmark (center, fingertips together), inventor of the CBS system of color video, during their visit to the CBS laboratories in New York on Dec. 16. At Dr. Goldmark's left, FCC Comr. E. K. Jett bends over a new screen for the electronic tube. Behind Mr. Jett is Comr. Paul A. Walker (face partially hidden). The trio in the forefront of Dr. Goldmark's listeners are (l to r) Benedict P. Cottone, FCC General Counsel; Harry M. Plotkin (arms folded), assistant general counsel, and George E. Sterling, assistant chief engineer in charge of Field and Research Branch. Looking on between Messrs. Cottone and Plotkin is Earl A. Minderman, assistant to the FCC Chairman, and to his left are Comr. Rosel H. Hyde; William B. Lodge, CBS director of general engineering; Cyril M. Braum, chief of FCC's FM division, Broadcast Branch; Edward W. Chapin, chief of laboratory division, Field and Research Branch, and John A. Willoughby, assistant chief engineer in charge of Broadcast Branch.

Dr. Goldsmith said that the trichromoscope would provide pictures of far greater brilliance than is possible with any other color video reception system yet demonstrated. Sequential color transmission, he said, would be received at 10 to 15 times normal brilliance, and simultaneous color at three times that.

Another New Tube

Visitors also saw a new Du Mont tube for black-and-white picture reception with a brilliance about 15 times that of tubes in general use today. Images on this tube were clearly visible even when a spotlight was focused on the viewing screen, a condition that almost completely washed out the picture on a standard tube.

The tour gave the Commission delegation a view of most of the Du Mont manufacturing processes, including a preview of a table model video receiver with a 12-inch tube and including the complete FM band as well as all video channels. Sets, to be marketed in the early spring, will retail at about $350, putting it within the competitive range of several other receivers. This is a departure for Du Mont, which to date has concentrated on large scale high-priced console models.

At the Du Mont Cedar Grove field laboratory, where the tour ended, the visitors saw laboratory

(*Continued on page 74*)

N. Y. AFRA Decision Is Postponed

Outcome of Chicago and L. A. Meetings Awaited

NEW YORK AFRA members decided to hold off ratification action on the network contract proposals, at a meeting last Tuesday, until negotiations currently going on in Chicago and Los Angeles for staff announcers, staff sound effects men plus the Chicago commercial code and the Los Angeles regional code, have been completed.

The AFRA members in New York voted to authorize the national board to call a strike in the event that the Chicago or West Coast negotiations do not proceed satisfactorily.

Meanwhile, it was learned that some terms of the proposed contract [BROADCASTING, Dec. 6] which have hitherto not been disclosed are:

That for the first time the contract will include a rate for sportscasters. The minimum scale for a play-by-play sportscaster per special event will be $125, and for his assistant, (referred to as colorman) $85 per special event. The weekly scale for six special events for a play-by-play sportscaster shall not be less than $350 for the sportscaster, and for his assistant $225.

$14.50 Per Announcement

Another point of the contract includes the network commercial cut-in rate for announcers. The scale is $14.50 per announcement. Hitch hikes and cowcatchers will pay the announcer the following rate: $14.50 for each on a quarter-hour show, $20 for each on a half-hour show and $25 per each on an hour broadcast.

Another clause specifies that AFRA members will be paid half of the rate on a regular broadcast for program auditions but that rehearsal time on an audition will be the same as that of a regular show.

A cost of living provision has been proposed which designates that if the cost of living as of Nov. 15, 1947 rises 10% or more, AFRA has a right to seek adjustments.

Performers are also to be notified of a cancelled program 24 hours in advance; if not, the performer must be paid in full for the cancelled broadcast. The artist will also have a 26-week cancellation clause upon a 35-day advance notification.

Leading performers are to receive billing credit on programs that exceed 15 minutes, but not in excess of the two leading performers. On quarter-hour programs bill-

(*Continued on page 87*)

NAB LISTS TWO MORE COMMITTEES FOR 1947

COMMITTEE lineup of the NAB for 1947 was near completion last week as membership of two additional committees was announced. They are the Music Advisory Committee, with board liaison, and Freedom of Radio Committee. Their membership follows:

MUSIC ADVISORY COMMITTEE—Theodore C. Streibert, WOR New York; Robert T. Mason, WMRN Marion, Ohio; Ed Yocum, KGHL Billings, Mont.; Walter Haase, WDRC Hartford; Kenneth H. Berkley, WMAL Washington; Joseph A. McDonald, WJZ New York; Julius Brauner, CBS; A. L. Ashby, NBC; Louis G. Caldwell, MBS.

BOARD LIAISON COMMITTEE—Campbell Arnoux, WTAR Norfolk; Harold Hough, WBAP Fort Worth.

FREEDOM OF RADIO COMMITTEE—John E. Fetzer, WKZO Kalamazoo; Frank Stanton, CBS; Edgar Kobak, MBS; Niles Trammell, NBC; Henry P. Johnston, WSGN Birmingham; Harold Hough, WBAP Fort Worth; James W. Woodruff Jr., WRBL Columbus, Ga.

Rates Increased

NIGHT BASE RATES of five Westinghouse stations, KDKA Pittsburgh, WBZ-WBZA Boston-Springfield, KYW Philadelphia and WOWO Fort Wayne, will be increased approximately 11% effective Jan. 1, B. A. MacDonald, Westinghouse sales manager, announced. Night rates at KEX Portland, Ore., will remain unchanged. Other rates will be increased at all six Westinghouse stations, the announcement said, but current advertisers will be protected at present rates through Dec. 31, 1947.

Sets-in-Use Figure at All-Time High

Percentage of Families Having Receivers Also at Peak

RADIO circulation increased from 90.4% to 91.3% of total families, according to set-in-use figures compiled last week by the NAB. The data show that 34,800,000 out of 38,120,000 total families in the United States will have at least one radio receiver as of Jan. 1, 1947.

The number of "other sets" in use in homes, places of business, institutions, hotels, etc. is estimated at 19,050,000, with another 7,000,000 auto receivers. The total sets-in-use figure is 60,850,000.

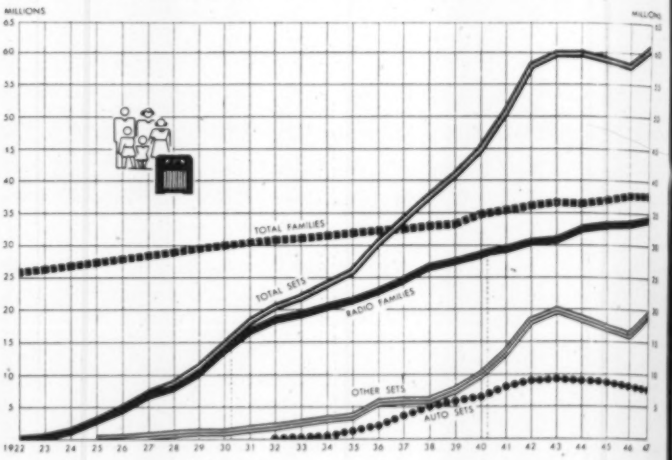
A year ago, according to the NAB estimate, 33,998,000 of 37,600,000 families had radios, with 16,250,000 other sets and 7,500,000 auto sets, a total of 57,748,000.

The total number of sets in use comprises an all-time record, the highest previous having been 60,000,000 sets in 1944. The number of radio families also is a record, highest previous figure having been that for 1946.

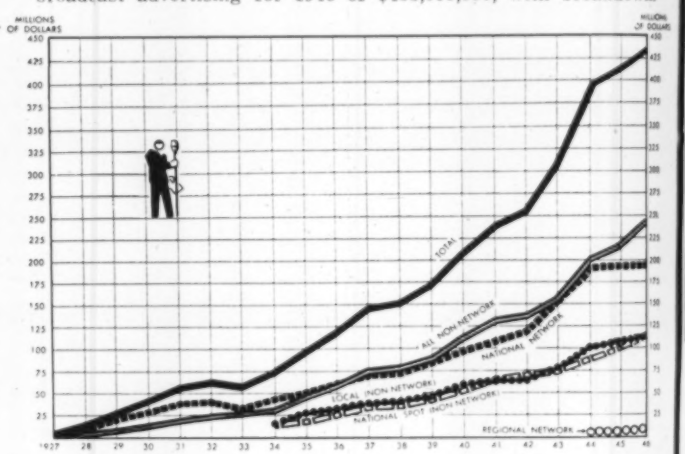
NAB's estimates were compiled by Kenneth H. Baker, director of research, and Frank E. Pellegrin, director of broadcast advertising, utilizing latest information available from Government agencies and also from private sources.

Total broadcast advertising in 1946 is estimated at $433,000,000, an alltime industry record. Of this total $191,000,000 consists of national network, with $117,000,000 national spot, $116,000,000 local and $9,000,000 regional network.

Figures for 1945, according to NAB's cumulative data, were: $411,548,000 total; $190,748,000 national network; $103,000,000 national spot; $109,600,000 local; $8,200,000 regional network.



GROWTH of broadcasting advertising from 1927 through 1946 is shown in this chart prepared by the NAB Research Dept. The chart shows total broadcast advertising for 1946 of $433,000,000, with breakdown.



ALL-TIME RECORD in number of radio families—34,800,000—is shown in this Research Dept. chart, along with number of sets since 192

1888 Earl E. May 1946

EARL E. MAY, 58, president and principal owner of KMA Shenandoah, Iowa, died Wednesday midnight at St. Mary's Hospital, Duluth, following a heart illness which began in September. He was to be buried today at Shenandoah following services at the Shenandoah Congregational Church.

Mr. May

One of radio's pioneers, Mr. May suffered a heart attack in September at his summer home at Mercer, Wis., and entered St. Mary's Hospital for treatment. He returned a few weeks ago for a checkup, but remained when his condition grew worse.

Mr. May was born in Hayes Center, Neb., March 21, 1888, and after graduating from high school was appointed teacher at a rural school near Wauneta, Neb. He attended Freemont, Neb., Normal College and was appointed principal of Hayes Center High School at the age of 20.

In 1911 he entered the U. of Michigan law school but in his junior year his father's illness made it imperative that he return home. He resumed teaching at Hayes Center, but in 1914 had saved enough to complete his law education at the U. of Nebraska. During summer vacations he worked for the D. M. Ferry Seed Co. in Michigan, Ohio, Kentucky and adjacent territory and developed a keen interest in the nursery business.

In 1915 he accepted a job with the Mount Auburn Nurseries at Shenandoah, owned and operated by E. S. Welch. Three years later Mr. May started his own firm—the May Seed & Nursery Co. of Shenandoah. Meanwhile on June 18, 1916, he married Gertrude Welch, daughter of his former employer.

When radio started in the early twenties, Mr. May became interested in it as a means of education and publicity and set out to establish a station. As a result of his ambition, KMA was licensed by the Dept. of Commerce to the May Seed & Nursery Co. and began operations on Aug. 12, 1925. On March 12, 1940, the FCC granted permission to assign the license to May Broadcasting Co.

As his own announcer Earl May soon built a vast audience in the Midwest and in 1926 he was awarded by the *Radio Digest* its gold

(*Continued on page 75*)

Warner Switches

WILLIAM R. WARNER Co., New York (Rayve Creme Shampoo), Jan. 22 discontinues sponsorship of *Affairs of Ann Scotland* on ABC Wed. 9-9:30 p. m. Company starts *Grand Marquee* on NBC on Jan. 23. The *Affairs of Ann Scotland* is reported slated to remain in the ABC Wednesday spot as sustainer. Agency for Warner is Roche, Williams & Cleary, New York.

LaGuardia to MBS

FIORELLO H. LaGUARDIA, whose contract with ABC expires Dec. 25, will become a Mutual commentator Jan. 4, it was announced last week.

Mr. LaGuardia, onetime mayor of New York, signed a 52-week contract, renewable for two more years, to broadcast a weekly commentary on MBS for cooperative sponsorship. He will be on the air Sat. 7:45-8 p. m.

Despite the expiration of his contract with ABC, Mr. LaGuardia will continue to broadcast his Sunday noon commentaries on ABC's New York key outlet, WJZ.

Kobak Appointed

EDGAR KOBAK, president of MBS, last week was named vice chairman of the coordinating committee for U. S. participation in the eighth International Management Congress, to be held in Stockholm July 3-8, 1947. Mr. Kobak's appointment was announced by William L. Batt, president of SKF Industries and president of the International Congress.

Irresistible

That's a Navy picture . . . shot some three years ago on one of their wartime north coast patrols. And that glacier (we don't have the name of the exact spot on the coast) is moving slowly but irresistibly down to the sea. It's a force that will not be denied.

We've used that picture and the word "irresistible" pretty deliberately. Because we've been pounding away in these ads on a fact that time buyers find almost irresistible when they want to boost client sales in Baltimore.

The fact is this: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's a fact . . . and we'd be glad to show you the details any time you're making up your list. But don't wait too long!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Radio Is Hailed for Book Promotion

Broadcast Advertising Leads All Media In Book Test

By GEORGE H. LOVITT
Publicity Dept., Prentice-Hall Inc.

RADIO, both as an advertising medium and as a publicity outlet, proved to be very effective in introducing a mass-appeal novel to the general American public, resulting, therefore, in increased book sales, when we at Prentice-Hall recently concluded a test promotion for our current best-selling novel, *The Miracle of the Bells*, by Russell Janney.

Before the novel was published, the sales and promotion staffs were confident that it would appeal to people in every walk of life. We decided, therefore, to utilize all methods of promotion after publication in order to reach as many people as possible, including those not ordinarily affected by the national and large city literary magazines, the newspaper book supplements, and local book columns. Our idea was to test different promotion media in cities smaller than those usually included in publishers' advertising schedules.

Consequently, for two weeks after the publication date we set up a tri-city test which included a public opinion survey by Fact Finders Associates Inc. to determine the penetration of publicity and advertising in three cities whose populations, retail buying habits, and bookstore outlets were similar. In the first city, Richmond, Va., we carried on an all-out campaign; in the second, Dayton, Ohio, we tested a specific medium, namely newspaper advertising; in Oklahoma City, Okla., which was the control city, we checked the effectiveness of national promotion.

Several Methods

In Richmond, where we used several methods to promote the name and the sale of *The Miracle of the Bells*, radio turned out to be the most effective means of promotion. WRVA, the local CBS outlet, was chosen as the radio outlet for advertising. Daily spot announcements were broadcast for the two weeks of the test announcing the book's sale at local bookstores. In addition, some of the local book shops bought time on all stations to mention the availability of the book on their counters. The use of copies of the book as prizes for WRVA audience participation shows resulted in still more publicity.

Author Janney appeared as a guest on the Polly Daffron show on WRNL Richmond and on other interview programs. The National Conference of Christians and Jews, under whose auspices Mr. Janney was making a nationwide autograph and lecture, cooperated most readily in arranging radio time for author appearances.

According to K. S. Giniger, Prentice-Hall publicity director, who supervised the promotion test, the radio stations were much more cooperative in giving broadcast time than local newspapers in giving editorial space.

Author Janney is interviewed by Evadna Hammersley on her KOA Denver broadcast for the May Co., Denver.

To measure the effectiveness of radio as opposed to different media, other promotion methods were used in Richmond. First, we scheduled several two-column advertisements in both local newspapers. Local bookstores also advertised the book in the newspapers. Mr. Janney's personal visit resulted in additional newspaper mention. Other techniques used to acquaint Virginians with *The Miracle of the Bells* were primarily bookstore devices: window displays, an autograph party, and mailings to customers.

When the two-week test was concluded, Fact Finders Assoc. took over for their survey. For three days, 1,000 individuals were polled as follows:

1. Have you heard of the book, *The Miracle of the Bells?*

2. If so, how did you hear about this book?

In Richmond, 212 persons, or 21.1% of those questioned, said they had heard of the book. In answer to question 2, we learned that 76 persons, or 7.6%, had heard of the book through radio. The other media were substantially less effective as seen by these results:

Seen in stores—45, or 4.5%.

Newspaper or magazine review—38, or 3.8%.

Saw newspaper advertisement—37, or 3.7%.

Word-of-mouth, 29, or 2.9%.

Thus radio accounted for bringing *The Miracle of the Bells* to the attention of over one-third of the interviewed Richmond population who had heard of the book. A further breakdown of the survey, of somewhat greater interest to publishing personnel than to radio executives, showed that most of the people who had heard of the book were in the 36-50 age group and that, in all age groups, more women than men had heard of it.

In the second city, Dayton only newspaper advertising was scheduled. The local insertions were, in the absence of radio advertising, much more effective than any other means. In Oklahoma City we had no local promotion at all so that the effectiveness of national advertising and publicity might be determined. The leading factor in spreading the name of the novel in this city turned out to be word-of-mouth publicity.

In the combined results of all three cities, we found that the three leading methods of publicizing the name of our book were, in order of importance, radio, newspaper advertising, and bookstore display.

Powerful Medium

The success experienced in Richmond in bringing *The Miracle of the Bells* to the general public led us to consider radio as an extremely powerful medium for promoting a book. As a result, during Mr. Janney's two-month tour following publication of the book, we scheduled interview broadcasts in almost every city he visited. Known also as the co-author and producer of the "Vagabond King," he appeared as a radio guest in New York, Boston, Atlanta, Dallas, Denver, Los Angeles, Salt Lake City, and many other cities.

Although the original advertising appropriation for *The Miracle of the Bells* did not allow for radio advertising beyond the Richmond

(*Continued on page 76*)

Competition for BBC Demanded

Bribery Charges Heard As Commons Debate Charter Renewal

DEMANDS for competition in broadcasting either by more licensed government stations operated separate from the British Broadcasting Corp. or some form of commercial radio system were heard in the House of Commons a fortnight ago during heated debate on approval of the BBC charter for another five years.

Commons approved the charter renewal, but not until charges of mistreating employes and bribery had been coupled with demands for less "middle-of-the-road" talks and more controversial matter had been shouted.

Wing Comdr. G. Cooper, a Labor member, charged that "fur coats and silk stockings" were being accepted by BBC employes in exchange for favors on the air. He described the employes receiving gratuities as "scapegoats" of a system and deposited the blame for bribery "on the management of the BBC."

The Postmaster General, governing minister responsible for BBC, and the BBC Board of Governors said they were investigating Mr. Cooper's allegations, but he claimed to have reported them to the board and Postmaster General last August after five months of personal investigation. Mr. Cooper's blast brought quick reaction. BBC immediately sent out a memo to all departments, stating: "The existing rule with regard to the acceptance of Christmas presents from individuals or firms with whom the BBC has business relations has been cancelled. In the future no presents may be accepted from business contacts of the Corporation at Christmas or any other time."

London newspapers played Mr. Cooper's charges as top news stories. Last spring radio critics charged that band leaders on the air had been paid "plug money" to introduce new songs.

Bracken Also Critical

Mr. Cooper wasn't alone in criticizing the BBC. Conservative Member Brenden Bracken said the Postmaster General, as the responsible minister for radio, was given too much power to interfere in the management of BBC. No minister in peacetime should have the power to censor BBC programs, he declared. Mr. Bracken was wartime Minister of Information.

Several members reiterated a minority desire in Britain for competition in broadcasting. They demanded some form of commercial radio system, similar to that in the U. S. Some wanted more government stations operated independently of BBC. Other members asked that the BBC allow more controversy on the air, giving the people both sides of political issues.

* * *

Prime Minister Attlee, who opened the Commons session on BBC, announced appointment of Lord Inman as chairman of the Board of Governors, succeeding Sir Allen Powell, and the Dowager Marchioness of Reading as vice chairman succeeding C. H. G. Mil-

(*Continued on page 76*)

BBC Leaders Organize

BRITISH dance band leaders are organizing their own section of the Musicians' Union to help obtain "more favorable terms" from the BBC. "We have lots of things to fight about—fees, control and the monopolistic tendencies of the BBC," said Lou Praeger, who presided at a meeting of orchestra leaders. "Not one band leader in the country can make any money with the fees he is paid for broadcasting, after paying the appropriate rates to his musicians," he asserted.

Facts for Time Buyers about the

HREE almonds out of every four grown in the United States . . . and better than one fourth of all the nation's walnuts . . . are harvested in Beeline orchards.

Cash return to growers averages around $270 per bearing acre on walnuts, $185 per acre on almonds. These high earnings per acre are one reason why the Beeline income per farm is 3½ times the U. S. average. Yes, income from nuts is another reason why Beeline families have more than TWO BILLION DOLLARS in annual purchasing power!

What is the Beeline? Not a chain or regional network but a group of five long established key stations, each the favorite in its own community . . . combined for national spot business and providing primary coverage of a 42 county market that rivals Los Angeles in population and tops San Francisco and Seattle combined in retail sales.

Nature has set the area covered by the Beeline apart by surrounding it with high mountain walls. So radio signals from outside hardly penetrate here. Only inside the market stations . . . BEELINE stations . . . can put across your message!

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 at combination rates. Choose best availabilities on each station without line costs or clearance problems.

Sacramento. ABC. Established 1922. Provides primary area coverage of 15 Northern California counties with a population of 630,100. Operates 18 hours daily. 10,000 watts—1530 kc.

Bakersfield (CBS) Established 1931	Fresno (NBC) Established 1922
Stockton (ABC) Established 1921	Reno (NBC) Established 1928

Sacramento, California

Paul H. Raymer Co., National Representative

It's Been a Great Year in Iowa

WMT

Iowa's Best Frequency at 600 KC's

extends

Season's Greetings

to you

from the Rich Eastern Iowa Agricultural-Industrial Market

Represented by KATZ Agency

Member of Mid-States Group

U. S. Court to Hear Foundation Appeal

FCC Metropolitan Broadcasting Grant Will Be Argued

APPEAL of the Foundation Co. of Washington from a decision of the FCC Oct. 17 denying its petition for reconsideration of a grant to Metropolitan Broadcasting Corp. [BROADCASTING, Oct. 28] will be argued before the U. S. Court of Appeals for the District of Columbia in January, according to the court clerk.

The FCC has filed motion to dismiss the appeal on the grounds that the court has no jurisdiction under Section 402(b) of the Communications Act. Metropolitan was granted a 500 w daytime station on 570 kc for Washington, D. C., on June 13. Foundation Co. filed petition on July 2 to set aside the grant and at the same time asked for a grant on 580 kc with 5 kw power [BROADCASTING, July 8]. Foundation charged Metropolitan was not qualified to operate a station in the public interest.

At the time of the Metropolitan grant Rep. Lyle Boren (D-Okla.) on the floor of the House charged that Edward M. Brecher, general manager of Metropolitan, worked on the application and that of an FM station which Metropolitan also was granted while employed in the FCC Law Dept. Mr. Brecher resigned Feb. 11 and the AM application was filed March 4. Congressman Boren asked the House Committee on Un-American Activities to investigate stockholders of Metropolitan.

As a result of the investigation the committee will file a report late this month, it was learned last week, charging that several of Metropolitan's stockholders are known to be affiliated with Communist front organizations, while at least two are known members of the Communist Party.

"Closely Knit Group"

A committee spokesman said the stockholders of Metropolitan are a "closely knit group who have identified themselves with numerous Communist front groups, the Communist Party and certain political organizations." He added that Clark Foreman, a stockholder, is president of the Southern Conference for Human Welfare, of which Mrs. Virginia Durr, wife of FCC Comr. C. J. Durr is a vice president.

The committee report will name a dozen or more stockholders and list their alleged memberships in various organizations which the committee says are Communist fronts. Among them are two former employes of Congressmen (defeated in the last election) and several employes of various Government agencies. Ten of the stockholders hold memberships in the Washington Book Shop, which was branded in 1942 by Attorney General Biddle as a Communist front organization used for the dissemination of Communist books, the committee spokesman said.

The committee report also will charge that at least two of the stockholders falsified in the application. They were listed as employes of the Senate whereas "investigation disclosed one actually was employed by the Dept. of Interior and the other by the Navy," said the spokesman. Both were on loan to Senate subcommittees but were not employed by the Senate, the spokesman said.

KTYL Gift

FEW HOURS before Mesa, Ariz., Christmas parade was scheduled to start, the new Gates transmitter of station KTYL arrived by express. The transmitter, mounted on a bright red truck, was dressed as a Christmas package and entered in the parade. The transmitter was labeled "KTYL's Christmas Gift to Mesa."

Zenith Files Suit

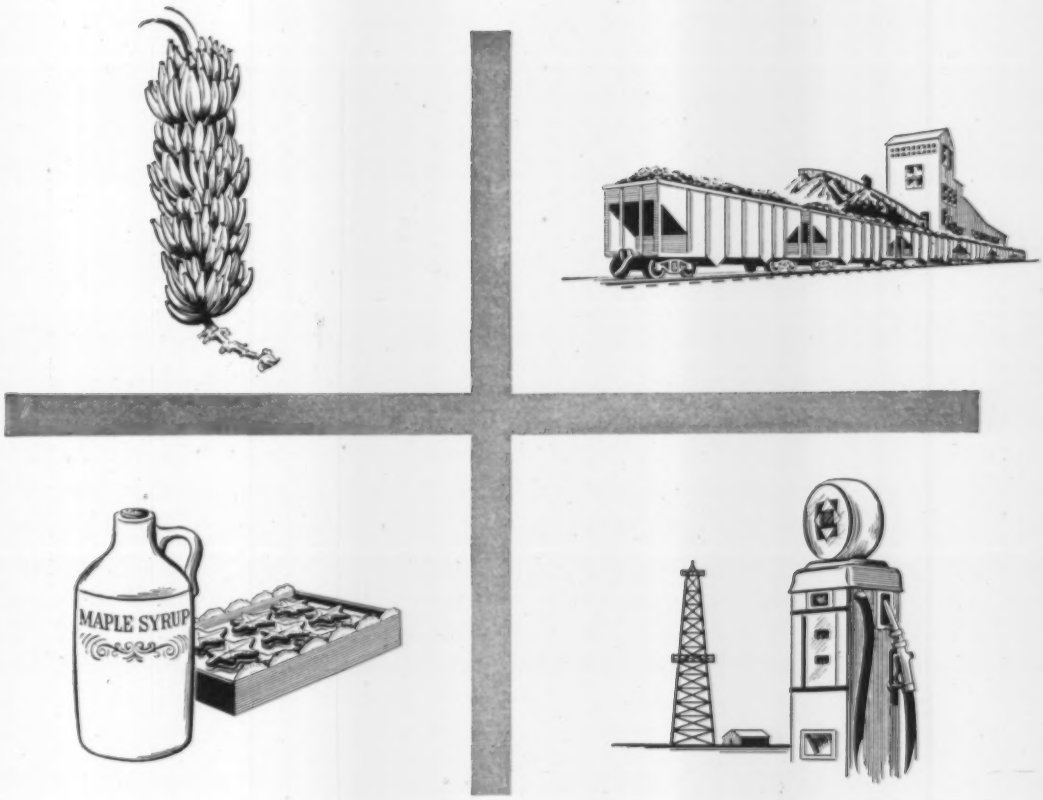
ZENITH Radio Corp. filed suit in U. S. District Court at Wilmington, Del., last week seeking to have 15 patents held by three other firms declared invalid, according to an AP dispatch. The court also was asked to find the patents have not been infringed by Zenith. Other concerns named were Radio Corp. of America, General Electric and Western Electric Co. Inc.

Lab Theatres

NBC on Dec. 17 inaugurated a series of "Laboratory Theatres" to bring unknown radio actors to the attention of its directors. Four plays were scheduled to be enacted on Dec. 17, 6-8 p.m. for recording purposes only. According to Bob Adams, NBC national production manager, an agreement has been made with AFRA to allow inexperienced actors and actresses to work with NBC directors for the recordings. There will be no fees paid.

AWB in San Antonio

THE SAN ANTONIO Chapter of the Association of Women Broadcasters, which held its initial meeting Dec. 10 at the Gunter Hotel, will elect officers and make committee appointments at a meeting set for Jan. 14. Monthly meetings are to be held. Those present at organizational meeting were: Violet Short, KTSA, chairman of 13th District of AWB; Lily Juncker, Sybil Chastang, Monette Shaw, Violet Strombeck, KABC; Natalie Zogheib, KMCA; Jane Rowley, KONO; Ruth Burleson, KCOR; Betty Lynn, radio director, Pitluk Adv.; Fay Stowe, continuity chief, Conroy Adv.; Beth Lyone, radio director, Joske's of Texas.



HOW MANY ARE NATIVE NEW ENGLANDERS?

You're right. Only the maple syrup. Just one out of four. Not an uncommon percentage, either. The six New England states, busy with trade and manufacture, still rely on outside sources for *75% of their day-to-day necessities!*

Obviously, New England is a rich, receptive market for discerning advertisers. Most of this market, too, is readily reached by one great medium: Boston's 50,000-watt WBZ.

A few choice periods are available. Your NBC Spot Salesman will be glad to give you all the data.. both on WBZ and its synchronous companion-station, WBZA. These two make a powerful pair to build New England sales!

25 Years in New England

WBZ
Boston

WBZA
Springfield

WESTINGHOUSE RADIO STATIONS Inc

KDKA · WOWO · KEX · KYW · WBZ · WBZA

National Representatives. NBC Spot Sales (except for KEX) · For KEX, Paul H. Raymer Co.

UN World Radio Network Proposed

Would Cost $6,000,000, Advisory Committee Estimates

RECOMMENDATION for a worldwide radio network to be operated by the United Nations and costing nearly $6,000,000 exclusive of buildings and land has been made to the UN General Assembly by the Advisory Committee on United Nations Telecommunications, headed by Brig. Gen. Frank E. Stoner, assistant Chief Signal Officer, U. S. Army.

The recommendation, which will be voted on at the next UN General Assembly in September 1947, calls for the reallocation of international shortwave frequencies and for the acquisition by the UN of frequencies formerly allocated to the League of Nations.

An estimated $5,912,000 for equipment alone would be invested as follows: For UN headquarters (assuming it will be the U. S.) $2,994,000; for European stations, $1,887,000; for relays for the Eastern Asia and Pacific areas, $526,000; for Latin American field operations, $335,000; for branch offices, $100,000; miscellaneous, $70,000. Annual cost of operations was estimated at $500,000.

These estimates do not include any provision for buildings and land, the committee pointed out.

Operations would embrace not only the high-frequency (shortwave) field, but medium and low-band broadcasting as well, in order to assure wide coverage of UN broadcasts, the committee said.

Six transmitters are recommended for UN headquarters, three of 2 kw power, two of 100 kw and one of 200 kw. The main European field office, assuming it would be in Geneva or nearby, would have one 2-kw transmitter, one 50-kw and one 100-kw, for shortwave and one 1000-kw longwave transmitter.

For the eastern Asia and Pacific field operations the committee recommended a single 200-kw transmitter. For Latin America a 2-kw suppressed carrier, single side band transmitter with a 50-kw amplifier was proposed.

A conservative estimate of the needs for the UN is 12 frequencies in the broadcasting band, according to the committee.

The committee reported that under the Cairo regulations (1938) 95 international shortwave frequencies were allocated for general use and 10 more outside the Americas, making a total of 105. An analysis by the FCC shows that more than 100 countries and territories are now using those frequencies. However, of a total of 604 "active discrete frequencies only 249 active frequencies are within the limits of the broadcasting bands allocated by the International Radio Regulations at Cairo in 1938," the committee found.

Because various nations have been using virtually any and all frequencies, 355 now in use are outside the Cairo regulations, resulting in considerable interference, the committee said.

To improve broadcasting conditions, the advisory group recommended (1) enlargement of the allocated bands; (2) time-sharing of frequencies by all nations; (3) limitation on the number of existing stations; (4) exclusive use of directive aerials, minimum power and other factors to avoid interference.

"In order to make the maximum use of the frequencies available, an international arrangement is indicated to provide for the ultimate sharing of all the frequencies by all of the countries in order to make each frequency useful for as many hours each day as possible," said the recommendation. "Thus no country would have exclusive use of any frequency."

Committee Members

Serving on the committee with General Stoner are: S. Kagan, France, former Chief Signal Officer, GHQ, Free French Forces, formerly chief, French Mission of Telecommunications; G. F. Van Dissel, Netherlands, chief, Communications Dept., Netherlands Purchasing Commission, former member of Transit & Communications, League of Nations; Wen Yuan Pan, China, formerly technical adviser, China Defense Supplies Inc., Washington, D. C.; Col. Hassan Bey Ragab, Egypt, military attache, Egyptian Embassy, Washington, former Commanding Officer, Egyptian Army Telecommunications Maintenance System; Sergei P. Gavrilitsa, radio engineer in charge of communications, Soviet Delegation to the UN, formerly broadcast engineer, Moscow Radio; Brig. John Gordon Deedes, telecommunications attache, British Embassy, Washington, formerly Deputy Director of Signals (telecommunications), War Office, London; Roberto Fontaina, president of SADREP, Commercial broadcasting network of Uruguay, alternate delegate of Uruguay to UN Assembly.

Meanwhile the American Society of Newspaper Editors plans to keep check on news disseminated abroad by the State Dept. At a meeting in Washington of the ASNE board, this committee was named to review at intervals the "character and policy" of Government news dissemination: Hamilton Owens, editor-in-chief, *Baltimore Sun*, chairman; Edwin L. James, managing editor, *New York Times;* George A. Cornish, managing editor, *New York Herald Tribune;* B. M. McKelway, editor, *Washington Star*.

Let's Get Together

...IN PHILADELPHIA

You need to cover your Philadelphia market with X dollars. WDAS can do the best job for you at lowest cost.

Showmanship... the first prerequisite of successful public contact—including broadcasting—is constantly evident in the skilled programming and exploitation of WWJ features. This combination of science and artistry has won outstanding audience loyalty for WWJ during the past 26 years . . . maintaining the leadership expected from the *first radio station in the nation!* A pioneer always, WWJ will be on the air this winter with television through its sister station, WWDT. Obviously advertisers can anticipate—and are assured—impressive results from sales messages which capitalize on WWJ's penetration of *America's 4th market!*

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

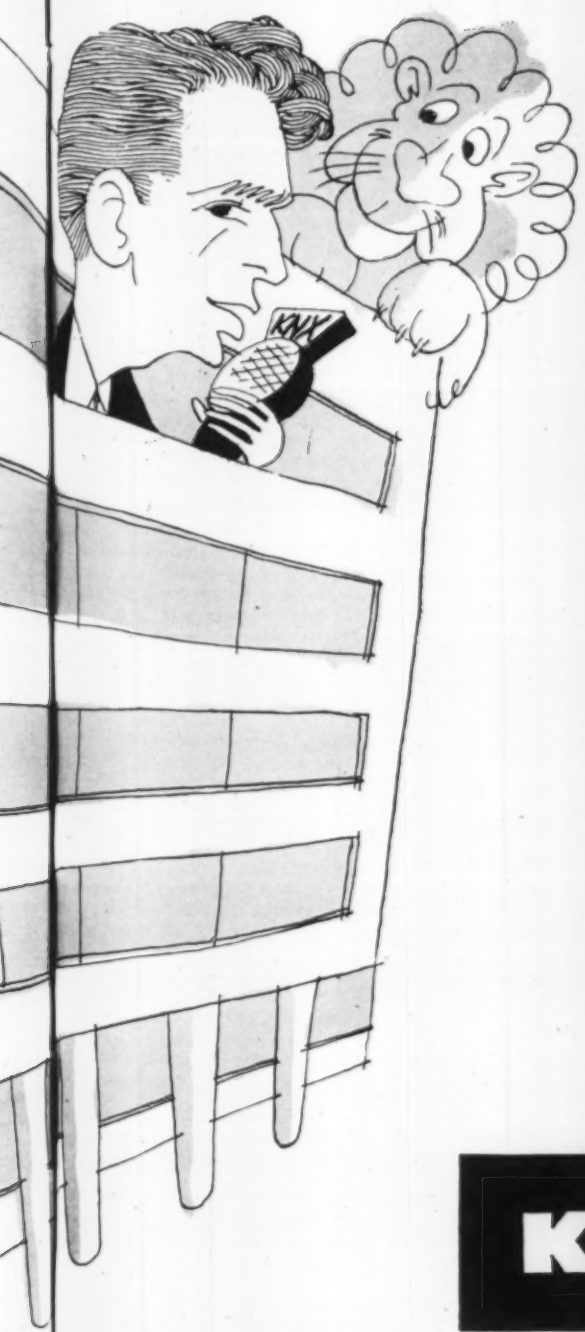
950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY THE DETROIT NEWS

"The Adventures of Ozzie and Harriet" originatesat

tesat KNX...so does "Ten O'Clock Wire"



Every Sunday afternoon the matrimonial adventures of Ozzie Nelson and Harriet Hilliard bag millions of listeners. It's a feat of marksmanship that scores superbly for their sponsor. The International Silver Company.

KNX – CBS in Hollywood – sets the sights for *The Adventures of Ozzie and Harriet*, as it does for 36 other coast-to-coast programs, by providing the finest in facilities and engineering craftsmanship.

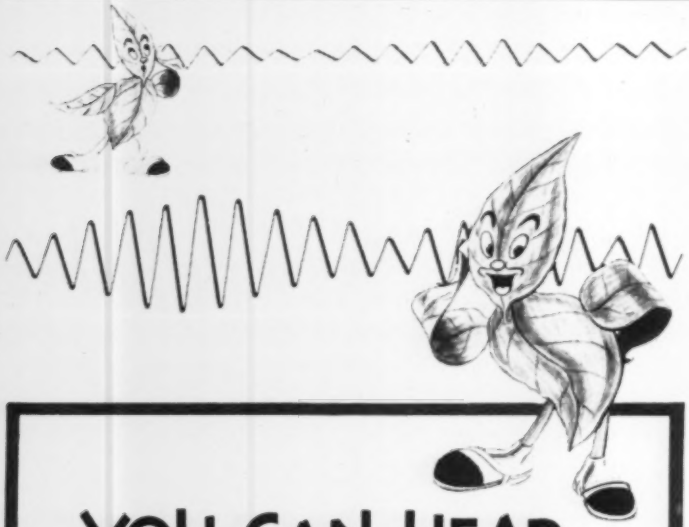
Local programs originating at KNX enjoy the same studio techniques, the same services . . . advantages that have resulted in a long string of successful local KNX sponsors.

Take *Ten O'Clock Wire*, a crisp summary of the day's events brought to Southern Californians by Chet Huntley. Backed by KNX's network-calibre production skills, its effectiveness has won it continuous sponsorship by Metro-Goldwyn-Mayer for more than two-and-a-half years. They put it this way: "We consider *Ten O'Clock Wire* the flagship of our radio promotion in the Los Angeles area."

Whether the program designed to carry your sales story to Southern Californians is news, comedy, music or drama, it will profit by KNX's ability to deliver network resources for local programming. To put this advantage to work for you, call us, or Radio Sales.

KNX *Los Angeles ★ 50,000 Watts*

COLUMBIA OWNED REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS • NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA



YOU CAN HEAR US BETTER NOW...

BECAUSE OUR VOICE HAS CHANGED

WRRF IS NOW 5000 WATTS!

WRRF is now operating at 5,000 Watts power with a superb new Western Electric transmitter located in a new building. These latest improvements have been made at a cost of more than $50,000, and assure our listeners and advertisers of the best broadcast reception in Eastern North Carolina.

WRRF is planning even more improvements in its continuing parade of progress. Things to come include new studios, and day and night service with a 10,000 Watt Frequency Modulation transmitter.

But, a radio station is only as good as the market in which it is located. WRRF serves the Eastern North Carolina Bright Leaf Tobacco Belt, recognized as one of the wealthiest and most fertile agricultural regions in the nation. It is a stable market of more than a million persons with better than average incomes.

If you want to cash in on this "as good as gold" market, write us today for details.

★ ★

TAR HEEL BROADCASTING SYSTEM, INC.

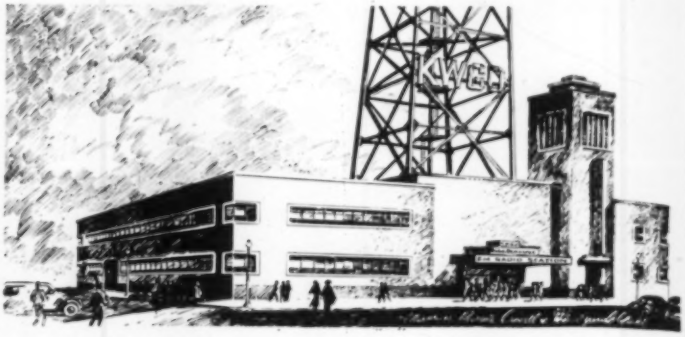
WASHINGTON, NORTH CAROLINA

WRRF 930 KC 5000 WATTS • AFFILIATED WITH THE ABC NETWORK

Represented by Forjoe & Co. — New York • Los Angeles • Chicago

NEW ST. LOUIS FM OUTLET

Globe-Democrat to Start Work on Modern Building for KWGD Within Few Weeks



SKETCH shows proposed new building which will house KWGD, new FM outlet of the Globe-Democrat Publishing Co., St. Louis.

CONSTRUCTION of a two-story modern building of special design to house KWGD, St. Louis Globe-Democrat Publishing Co.'s new FM station, is scheduled to begin within the next few weeks, according to E. Lansing Ray, publisher of the St. Louis paper. Building, costing approximately $121,500, will be located on a plot diagonally across the street northwest of the publishing plant.

Special heavy foundation will be a feature of the structure in order to support a 525-foot tower and antenna, and also to provide for future addition of other floors, Mr. Ray said. The building will be air-conditioned, and provision for later installation of television and facsimile will be included.

Plans and specifications were prepared by Mauran, Russell, Crowell and Mullgardt after a study of outstanding broadcasting stations. The plans call for four studios, one master and three secondary control rooms and offices for operational and maintenance personnel on the main floor. The second floor will be used by the business and management department of KWGD. Later it is planned to add a fifth "theatre studio" with seats for an audience of 400.

The work will be supervised by Publisher Ray and Charles W. Nax, executive assistant. William E. Becker will be structural engineer and John D. Falvey mechanical and electrical engineer.

General Electric equipment (B-T 4A transmitter and GE antenna) is to be installed. The chief engineer will be Wells Chapin.

KWGD will be operated with 53 kw radiated power on Channel 225 (92.9 mc), Mr. Ray said. Construction permit was granted Nov. 5 following tentative authorization by the FCC Sept. 12.

Promotion will include one column a day in the *Globe-Democrat* —and more when sufficient newsprint becomes available—and a full page in newspapers in the contemplated coverage area. Billboards also are to be used.

Durr on Kisses

WATCHING the finale of a movie short televised during the Du Mont tour, Comr. Clifford J. Durr commented on the length of the kiss as perhaps violating the Eric Johnston office restrictions. Asked whether the development of television would make it necessary for the FCC to take up that kind of regulation, Mr. Durr earnestly said, "I hope not." He recalled the Mae West incident wherein "the Commission got in but backed right out again."

L. J. Valentine, of Radio, Police Fame, Dies at 64

LEWIS J. VALENTINE, 64, former police commissioner of New York, and more recently chief investigator and commentator on ABC's *Gangbusters* program died on Dec. 16 at Long Island College Hospital, Brooklyn, N. Y.

Mr. Valentine was on the New York police force for 42 years and was commissioner for 12 years. He was released from the force at the end of World War II to go to Japan where he assisted General MacArthur in organizing the Japanese Police Force. He had been heard on the *Gangbusters* program, sponsored by Waterman Fountain Pens and Pencils, since Sept. 15, 1945.

Surviving are his second wife, Teresa, their daughter, Miriam, and three daughters of his first marriage, Mrs. Charles A. Locke, Mrs. William J. McBride and Mrs. William H. Cahill.

FCC Office Moves

FCC's New York accounting office moves today (Dec. 23) from its rented quarters at 299 Broadway to Room 624 in the Government-owned Federal Office Bldg., 90 Church Street, New York 7, N. Y. Jack E. Buckley is accountant in charge.

Now there's a man after our own heart.

It may look like a lot of extra work, but the result is bound to be a smooth product. Same way with WSPD's skilled programming department. It will go to any lengths to turn out a well-finished, audience-catching program.

That's why so many of the 2,000,000 people in the great industrial market of Northwestern Ohio and Southern Michigan regularly tune to 1370 for the WSPD combination of smoothly-produced local shows and NBC's network headliners.

For well-rounded sales results in a $700,000,000 market, let WSPD carry your message. No one can do it better.

Just ask Katz

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

5000 WATTS

NBC

A HOME INDUSTRY STATION

46th Commercial Video Grant Issued to KRSC

GRANT for the 46th U. S. commercial television station was issued by FCC last week to Radio Sales Corp., licensee of KRSC Seattle. Commission spokesmen said six television stations have licenses and 40 construction permits are outstanding.

The Seattle grant authorizes use of Channel 5 (76-82 mc) with visual power of 18.95 kw, aural power of 9.79 kw, and antenna height of 408 feet. It was issued Dec. 17. KRSC also has FM grant.

KORE First

KORE Eugene, Ore. was the first station established in Eugene, and not KUGN Eugene, as it was stated in BROADCASTING, Dec. 9. According to L. W. Trommlitz, KORE manager, KORE will celebrate its 20th anniversary Feb. 15, 1947.

To Fete Veterans

WSM Nashville Christmas Day will originate 15 studio shows, including one full hour noontime jamboree, from the Veterans' hospital near the city, Jack Harris, assistant general manager of the station, announces. There will be no broadcasts originating from WSM studios between 8 a. m. and 10 p. m. WSM performers will entertain in the wards for disabled veterans unable to attend shows in the hospital auditorium. Further, Mr. Harris says, the plan calls for a portion of each program to be devoted to capsule interviews with the hospitalized veterans, enabling them to wish a "Merry Christmas" to friends and families back home.

MacFARLANE HONORED BY BALTIMORE GROUP

IAN ROSS MacFARLANE, commentator of WITH Baltimore, and Mrs. MacFarlane were honored guests Sunday night at a civic dinner at Baltimore's Variety Club, given by a group of citizens headed by Mayor Theodore R. McKeldin. They will leave Dec. 27 on an extended tour of Europe and the Near East to gather information for future broadcasts.

The MacFarlanes, who work as a team, will visit Palestine, Ireland, Scotland, England and other countries of Europe. Before joining WITH, Mr. MacFarlane was a European correspondent, having covered the early phases of World War II.

Mayor McKeldin presented the MacFarlanes a set of airplane luggage and a cash gift from their friends in Maryland.

Ullman Made Sales Director of WKBW

Other Appointments Announced; Avery-Knodel Is Agency

IN REORGANIZATION of WKBW Buffalo, N. Y., following separation of WGR, sold to Leo J. Fitzpatrick and I. R. (Ike) Lounsberry [BROADCASTING, Nov. 11], John A. Bacon, newly elected vice president and general manager, last week announced appointment of Richard E. Ullman as director of sales.

Mr. Ullman

At the same time Mr. Bacon announced that Buffalo Broadcasting Corp. had named Avery-Knodel Inc. national representative. Mr. Bacon entered broadcasting in December 1939 as sales director of WGR-WKBW and last August was elected vice president of Buffalo Broadcasting Corp. When WGR was transferred early this month to Messrs. Fitzpatrick and Lounsberry, Mr. Bacon was named general manager of WKBW [BROADCASTING, Dec. 9]. Mr. Bacon was identified with the newspaper field prior to entering radio.

Mr. Ullman for 16 years was account executive with Buffalo Broadcasting Corp. He is a brother of Frederick Ullman, president of Pathe News, and comes from a theatrical family.

Mr. Bacon also announced the following appointments:

Ralph Snyder, chief announcer; John R. Gelzer, John P. Eno, Max E. Robinson and Robert Glacy, announcers; Siegmund Smith, in charge of sports; John H. Schnell Jr., formerly of the WKBW-WGR publicity department, promotion manager; Mrs. Lillian Kirk, director of public relations.

U. S. Rubber Co. Extends WNBT Television Series

UNITED STATES Rubber Co., New York, whose Friday evening video series, *Television Quarterback*, on WNBT New York ended Dec. 13 with the conclusion of the football season, is sponsoring two additional telecasts on the same station Dec. 20 and 27. First was to be a special film, "The American Home," made by Charles Durban, assistant advertising director of the company. Second will feature Clair Bee, coach of the Long Island U. basketball team, in a discussion of the current basketball season. Campbell-Ewald Co. of New York is the agency.

Another rubber company, Firestone Tire & Rubber Co., Akron, will present another special film, a Christmas picture made in Santa Claus, Ind., Dec. 23 on its Monday evening *Voice of Firestone* video series on WNBT. Sweeney & James Co., Cleveland, is the Firestone agency.

GONE ARE THE DAYS

● Time was when a wooden Indian, resplendent in war paint, was the symbol of the tobacconist's shop. Now most of these "braves" gather dust in basements or lure youngsters to museums. The tobacconist, like other modern merchants, turns to other media to promote the sale of his wares.

Time-buyers in step with the times, recognize the radio letters WCBM as a symbol for effective sales promotion in metropolitan Baltimore.

Whether it's tobacco or tooth-paste, WCBM delivers the message to the city's population—prompting people to patronize merchants displaying your product.

The wooden Indian was stationary: radio is dynamic. Don't be museum-minded. Make WCBM your medium for greater sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

THE SOUTH'S MOST AMAZING
ADVERTISING STORY!

WGAC

reaches more people
in its
PRIMARY AREA ALONE
than live in
ALL THESE
Southern Cities
COMBINED!

- Charlotte
- Greensboro
- Columbia
- Columbus
- Charleston
- Durham
- Raleigh
- Greenville
- Savannah
- Macon
- Spartanburg

The total WGAC service area
(primary and secondary)
includes nearly
3 MILLION LISTENERS

The Reason?

580 Frequency with 5,000 Watts!

ABC NETWORK WGAC 5,000 WATTS 580 K.C.

AUGUSTA, GEORGIA

Headley-Reed, National Representatives

FARM RADIO SCHOLARSHIP

WMT to Give $1000 to Promising Iowa State Agricultural College Student

CHECK for $1000 for the annual farm radio scholarship which WMT Cedar Rapids-Waterloo will give to an Iowa State Agricultural College junior is presented to Charles E. Friley (r), president of the college, by Chuck Worcester, WMT's farm service director. At left is Kenneth R. Marvin, head of the technical journalism department at Iowa State.

WMT Cedar Rapids - Waterloo, Iowa, has announced that it will give an annual farm radio scholarship of $1000 to a promising junior at Iowa State Agricultural College who is interested in farm radio as a career. The scholarship winner will work with the WMT farm service department during his senior year under a cooperative plan worked out by WMT and the college. In addition, the student will work fulltime at WMT during the summer months, broadcasting farm programs, attending farm meetings, planning farm service activities and gaining general farm radio experience.

Upon returning to college in the fall the student will serve as WMT's representative at Iowa State, sending farm news and transcriptions to the station for use on farm programs. He will earn college credit toward graduation through his on-the-job training with WMT, after taking a special examination.

WMT will deposit $1000 a year with the college's Trust and Special Fund to be paid to the farm radio scholarship winner as follows: $125 on June 15 following the candidate's selection, $125 on July 15, $125 on Aug. 15, $225 on Sept. 15, $150 on Jan. 15, $150 on March 15 and $100 on June 1.

Norton to Head New Unit At Bureau of Standards

KENNETH A. NORTON, radio physicist whose theoretical measurements of shortwave propagation were the center of argument during FCC allocation proceedings, has been appointed chief of the new Frequency Utilization Research Section, Central Radio Propagation Laboratory, Bureau of Standards.

Dr. E. U. Condon, bureau director, stated that the new section will investigate the spectrum to meet rapidly growing needs of Government and commercial services. It will study propagation characteristics and their effect on transmitters and receivers and suggest most useful frequencies for different services.

During the war Mr. Norton served as War Dept. consultant on radio wave propagation and analyst for the Eighth Air Force in England on radio and tactical countermeasures. Before the war he had been an engineer at the FCC.

UN Committee Okays '47 Radio Budget of $594,000

THE United Nations administrative and budgetary committee, at its final 1946 meeting on Dec. 13, approved by a vote of 13 to 6 the 1947 operational budget which includes an appropriation of approximately $594,000 for world broadcasting.

The 1947 budget had been a subject of lively discussion in previous sessions of the committee. Much opposition to the proposed figure had been voiced by delegates of the U. S. S. R. who had demanded abandonment of the appropriation for world broadcasting on the grounds that broadcasting would be "a vast output of propaganda."

To Open CJIB

CJIB Vernon, B. C., is new 1 kw station on 940 kc to be opened late next spring by Interior Broadcasting Co. Station is owned by E. and B. H. Schroter, radio engineers from England, who have moved to Vernon since the end of the war. They operate Schroter Bros., Vernon, making magnetic recording equipment. The two brothers will build their own broadcasting station equipment. E. Schroter was a lieutenant-colonel with the British Army radio technical division, led British paratroopers into Germany to seize German radio inventions and equipment towards end of the war. B. H. Schroter was RAF squadron-leader, formerly lived in Vernon.

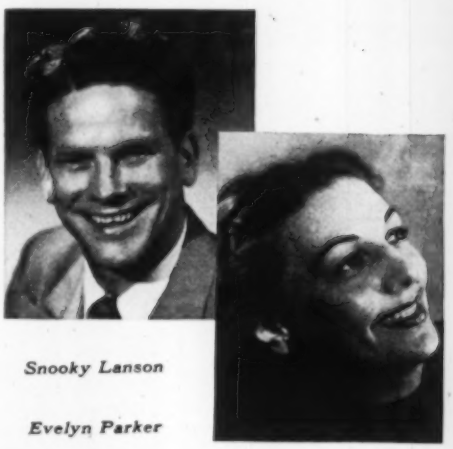
Southern Made for Southern Trade!

A PRODUCT

LION
PETROLEUM PRODUCTS

A PROGRAM

"SUNDAY DOWN SOUTH"



Snooky Lanson

Evelyn Parker

IN DIXIE the Lion Oil Company speaks proudly of a product *"Southern Made for Southern Trade."* Thus when Lion wanted a show for their own market area they turned to WSM.

WHY? First, because our experience in this rich market area totals more than two decades. Over the years we have learned to build programs with a SOUTHERN ACCENT. We know our audience—they know us.

Another big reason is WSM TALENT plus the expert direction that guides every performance by our artists. From our dozens of stars and hundreds of professional entertainers these were chosen for SUNDAY DOWN SOUTH . . . *Snooky Lanson*, smooth-voiced favorite of the recording hit parade; *Evelyn Parker*, whose overnight success at WSM landed her regular spots in two big NBC shows; *The Southern Serenaders*, a great chorus of male voices; *Beasley Smith's Orchestra*, popular with network fans from Bangor to San Diego; *Louie Buck*, genial master of ceremonies; and *Ottis Devine*, announcer.

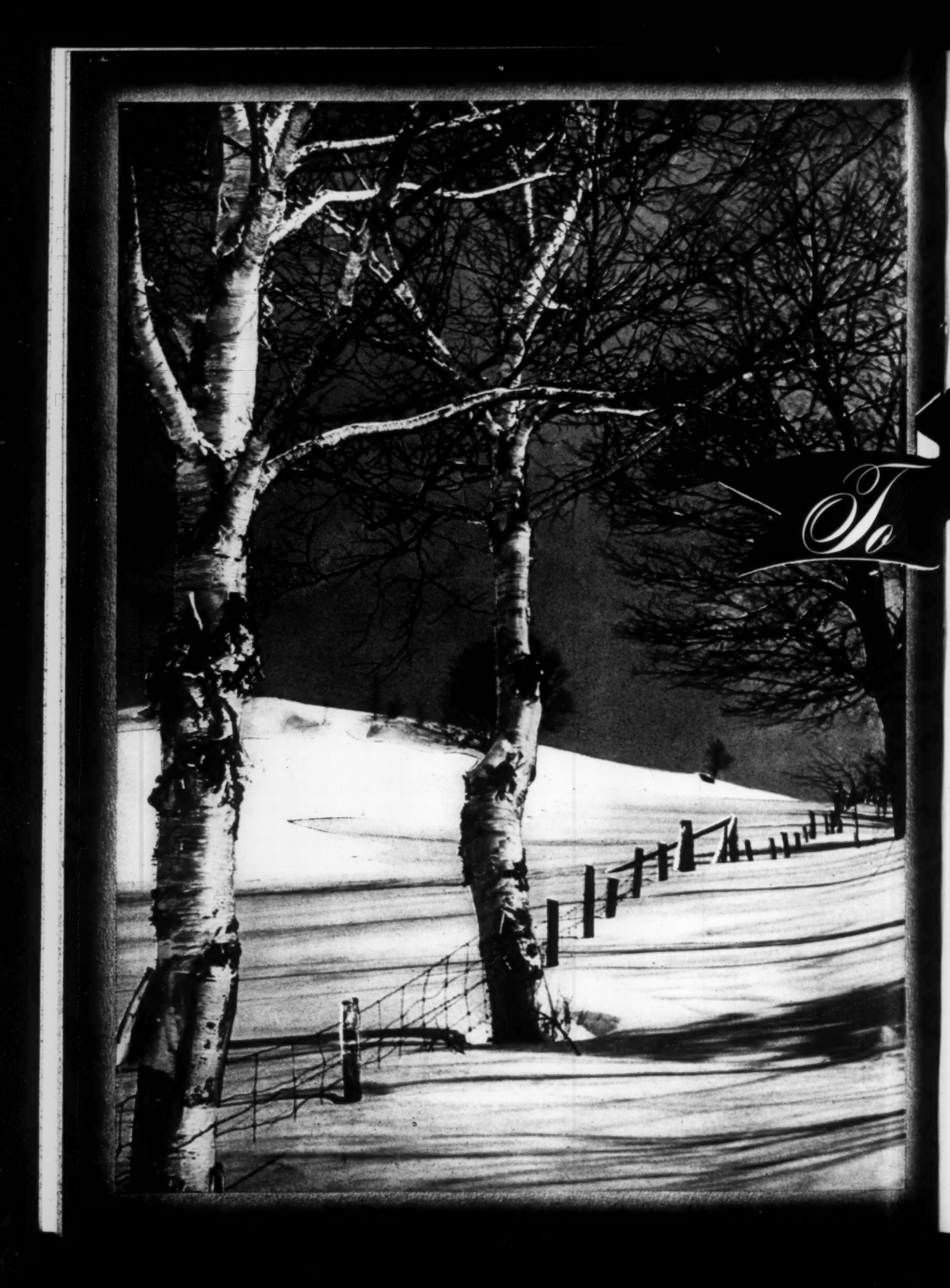
SUNDAY DOWN SOUTH is exhibit A of what we can do for YOU. The hundreds of WSM artists—the know-how gathered in our 21 years right here in the great Southern market can be YOURS. The show we build for you *Today* will be the success story of *Tomorrow*.

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

W Air Castle of the South E
650 KILOCYCLES
50,000 WATTS
NBC AFFILIATE
CLEAR CHANNEL

"The Best in Broadcasting"

WSM
NASHVILLE


To

1947

To Radio! Radio has been called the greatest force for education and understanding yet developed by man.

Let all of us in radio rededicate ourselves to furthering its great potentialities for lasting "peace on earth, good will toward men!"

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

Dual Transmission Invented by Lemmon

Printed Matter and Voice Can Be Broadcast At Same Time

A NEW dual-purpose radio system, capable of broadcasting ordinary voice transmissions and printed radiotype or Morse code impulses simultaneously within the same band width, has been demonstrated by its inventor, Walter S. Lemmon, president of WRUL Boston and vice president of Globe Wireless Ltd.

The new device was regarded as a useful development in the conservation of frequencies in the already crowded spectrum, since it may double the uses to which single bands, in shortwave transmissions, may be put. The system is expected to be of particular importance to international communications.

Mr. Lemmon demonstrates dual-purpose system

In explaining the mechanics of his new invention, Mr. Lemmon pointed out that it differs from usual multiplex or pulse time transmissions. The ordinary multiplex systems, he said, employ multiple bands, like parallel roadways, and pulse time utilizes rapidly interrupted transmissions, regularly broken, so that several transmissions may be in sequence.

Mr. Lemmon's invention, a carrier shift crystal device, creates a controlled wobble in the radio wave, splits the wave to accommodate the simultaneous broadcasting of ordinary voice and ordinary radiotype impulses.

Receivers may be tuned to the voice reception alone, Mr. Lemmon pointed out, without interference from the radiotype transmissions. Similarly, a radiotype printer may pick up its impulses while the transmission of voice proceeds.

Of Use to UN

Mr. Lemmon saw particular usefulness of his invention in international communications being planned by the United Nations. A UN broadcasting system, using a limited number of frequencies, may vastly increase its communications volume by using the dual-purpose system, thus broadcasting voice reports internationally while documents and paper work are transmitted by radiotype.

United Nations officials saw a demonstration of the new system 10 days ago when Mr. Lemmon installed receiving equipment at the UN Lake Success headquarters. Radiotype messages were received from WRUX Boston which was simultaneously transmitting voice broadcasts.

Mr. Lemmon also suggested that the radiotype system might prove useful as a means of delivering a full news report to small newspapers which now must bear the heavy expense of leased wires. Radiotypes operating with his new device could, he said, be widely used without necessarily usurping present frequencies or requiring new ones.

FTC Closes Cases Against 2 Headache Powder Firms

TAKING UNPRECEDENTED action the Federal Trade Commission has closed without prejudice its cases charging two well-known manufacturers of headache remedies—both heavy radio users—with false advertising after the firms voluntarily changed their respective formulas, according to an FTC announcement.

Respondents, B. C. Remedy Co., Durham, N. C., maker of B. C. Headache Powders, and Stanback Co. Ltd., Salisbury, N. C., manufacturer of Stanback Headache Powders, notified the FTC they had eliminated two drugs from their respective products, and changed labels to conform. "Confronted with this unusual situation, the Commission took unusual action and closed the cases, reserving the right to reopen them should later circumstances warrant," said the announcement. In suspending further action, the FTC said it was acting in the exercise of its "sound discretion" based "solely" on the "facts" of these particular cases.

With

KCKN on your team, you'll score more SALES "strikes" *in* GREATER KANSAS CITY

Selling to the eight hundred million dollar (*after* taxes) buying power of Greater Kansas Citians is right down KCKN's alley . . . because KCKN'S *aim* is right. There's not a minute of farm or small town programming on KCKN's broadcasting schedule. Instead, KCKN—and *only* KCKN—programs exclusively for city listeners.

This policy of pleasing metropolitan listener preferences means that Kansas Citians get the kind of radio entertainment *they* like. . . and you'll get the kind of sales results *you* like, when you tell your sales story to this eager-to-buy, in-the-money market, thru KCKN.

WIRE OR PHONE YOUR NEAREST CAPPER OFFICE FOR AVAILABILITIES

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER. KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER. KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

FOR A PROSPEROUS NEW YEAR

It's a wise space buyer who includes KNOW in his 1947 campaign. KNOW offers the most effective, low-cost coverage of the rich Austin market area.

Your messages will reach more people—people with the money and willingness to buy what you sell.

Let us show you what we mean when we say Austin delivers more dollars per dialer, and KNOW delivers more dialers per dollar.

KNOW

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco

Radio Fills Breach in Newspaper Strikes

Stations Extend News Coverage In Emergency

By PAUL FULCOMER

RECENT WAVE of newspaper strikes—and in some instances suspension of newspaper publication—has given radio stations in virtually every section of the country an opportunity to increase their service by expanding news coverage. At the same time the strikes have afforded radio a chance to improve relationships with the press by unselfishly offering broadcast facilities for news coverage at a time when newspapers were unable to maintain normal service.

BROADCASTING addressed inquiries concerning extension of radio's coverage of news to station managers in cities where newspaper strikes were known to have occurred. Responses indicate that radio not only has done an effective job of lending a hand to newspapers but also has demonstrated once again how helpful it can be in time of emergency.

Rochester Strike

In Rochester, N. Y. (pop. 335,000), for example, where residents have been without their local daily newspapers since Nov. 8 as a result of a strike of typographical union workers, radio stations have stepped into the breach and are presenting greatly expanded news programs.

Rochester's only dailies, the morning *Democrat & Chronicle* and the evening *Times-Union*, are owned by Frank E. Gannett, and when the strike began WHEC, also Gannett-owned, was ready. During the first ten days of the strike the station added 55 minutes of local news daily. In this effort WHEC had the cooperation of the reporting staffs of the two newspapers.

WHEC also turned up with a *Newspaper of the Air*, broadcast Monday through Saturday 5-5:30 p.m. under *Times-Union* sponsorship. This program covers the entire news field including the comic section, according to Gunnar O. Wiig, WHEC general manager. The *Democrat & Chronicle* sponsors a similar program over WHEC Monday through Saturday 11-11:30 p.m.

Other Rochester stations also have increased their news coverage during the strike. WHAM, which set up its own news bureau three months ago, reports that since the strike it has been giving approximately twice the amount of time to news that it ordinarily does. One of the features is a complete local news round-up 11-11:30 p.m. daily. WHAM's news bureau also has enlisted the aid of correspondents of 41 weekly newspapers with which it has a tie-up for rural news coverage.

Another Rochester station, WSAY, reports that it is now carrying 18 news periods a day and has employed a roving reporter for local news coverage to supplement its wire service. The station has even gone so far as to set up obituary programs with appropriate background organ music, and obituary notices are read for WSAY listeners daily, Elmer J. Walz, the station's commercial manager, states.

Tucson

In Tucson, Ariz., which was without a local newspaper for the first time in 70 years during a week-long printers' strike that ended Dec. 8, KTUC rearranged its program schedule and allocated to the newspapers two 15-minute periods daily for presentation of strictly local news. One period at 7:45 a.m. was assigned to the morning *Arizona Daily Star*, the other at 5:30 p.m. to the evening *Tucson Daily Citizen*. "In reality," says Wayne Sanders, KTUC program director, "we increased our local news coverage from two quarter periods daily to four. . . . Our noon and 5 o'clock newscasts have been local for some time."

Columbus, Ga.

Columbus, Ga., experienced a typographical union strike which affected the *Columbus Ledger and Enquirer* for a few days beginning Oct. 31, and also had a newspaper strike earlier in the year. "On both occasions we (WDAK) offered our full facilities to the newspaper and carried daily newscasts from their news rooms," Allen M. Woodall, station president, reports. These newscasts were in addition to the regular newscasts gathered and edited by WDAK reporters.

Springfield, Mass.

Radio also has given a helping hand at Springfield, Mass., which, like Rochester, has been without a local daily paper for several weeks because of a strike. This strike involves the Springfield Newspaper Guild and has shut down all four of the city's dailies—the *Morning Union*, the *Evening Union*, the *Republican* and the *Daily News*—since Sept. 26. Westinghouse Radio Stations Inc., Boston, which owns WBZA Springfield, arranged with its wire services for special coverage on Springfield items as soon as the strike began, W. C. Swartley, Westinghouse general manager, states. "All of our WBZA broadcasts have been hyped with more Springfield material than would normally be the case," he says.

Another Springfield station, WMAS, has gone all out in expanding its local news coverage. On the usual news beats—city hall, courts, police and fire stations, hospitals, industrial plants—a city-desk type of coverage is being undertaken, Robert Donahue, WMAS manager, reports. Before the strike WMAS employed one full-time reporter for local news. Now local news occupies the full-time or part-time attention of seven people, all with newspaper experience. This staff, Mr. Donahue says, furnishes four complete roundups of local news each day—at 8:15 a.m. and 1, 6 and 11 p.m. Seven other news broadcasts daily include spot news and a variety of features which fill an urgent need in the absence of newspapers.

Beaumont, Tex.

At Beaumont, Tex., KFDM placed four quarter-hour periods and one five-minute period at the disposal of the *Beaumont Enterprise* (morning) and *Journal* (evening) when a mass resignation of stereotypers and pressmen forced the papers to suspend publication Nov. 18 for ten days. Executive personnel of the papers presented the newscasts. One of the quarter-hour periods had been used for news before the strike, but the others had been devoted to other programs, C. B. Locke, KFDM general manager, states. Indication of the real service that radio performed in this instance was the comment of Mr. Locke that "the papers mentioned are the only two published in Beaumont, and too few outside papers came into the city to even in a small measure satisfy the news-hungry public."

Meanwhile, KRIC (owned by the *Enterprise* and *Journal*) worked at top speed to help fill the news gap when the strike broke. KRIC's normal schedule calls for five minutes of news every hour on the hour, but this was greatly expanded, station officials report. All sustaining time was made available for news, and priority was given to local news. While the strike was in progress the station devoted four quarter-hour periods to local news daily, in addition to the regular on-the-hour newscasts.

Detroit

When an election night walkout among printers employed on Detroit's daily newspapers forced the city's only morning paper, the *Detroit Free Press*, to suspend

(*Continued on page 42*)

EXTENSIVE PROMOTION FOR FM

WTCN, Soon to Open FM Outlet, Educates Listeners on New Type Broadcasting

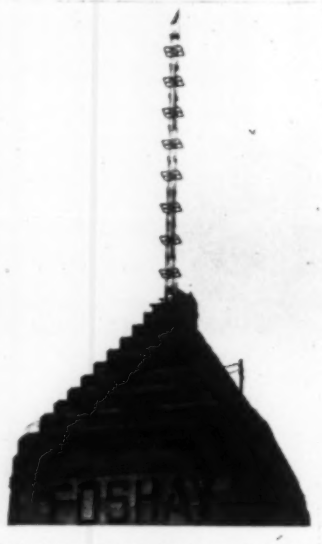
WTCN, *St. Paul Dispatch-Pioneer Press* station, has been doing an extensive job of promotion for FM broadcasting in connection with the forthcoming WTCN-FM inaugural, tentatively scheduled for Dec. 20 or 27, station officials state.

A four-page leaflet explaining FM in layman's language and asking readers to "Look and Listen for WTCN-FM" has been given wide distribution. The pamphlet is offered to WTCN listeners who request it, and the station management says it plans to make available to FM receiver-distributors these names and addresses.

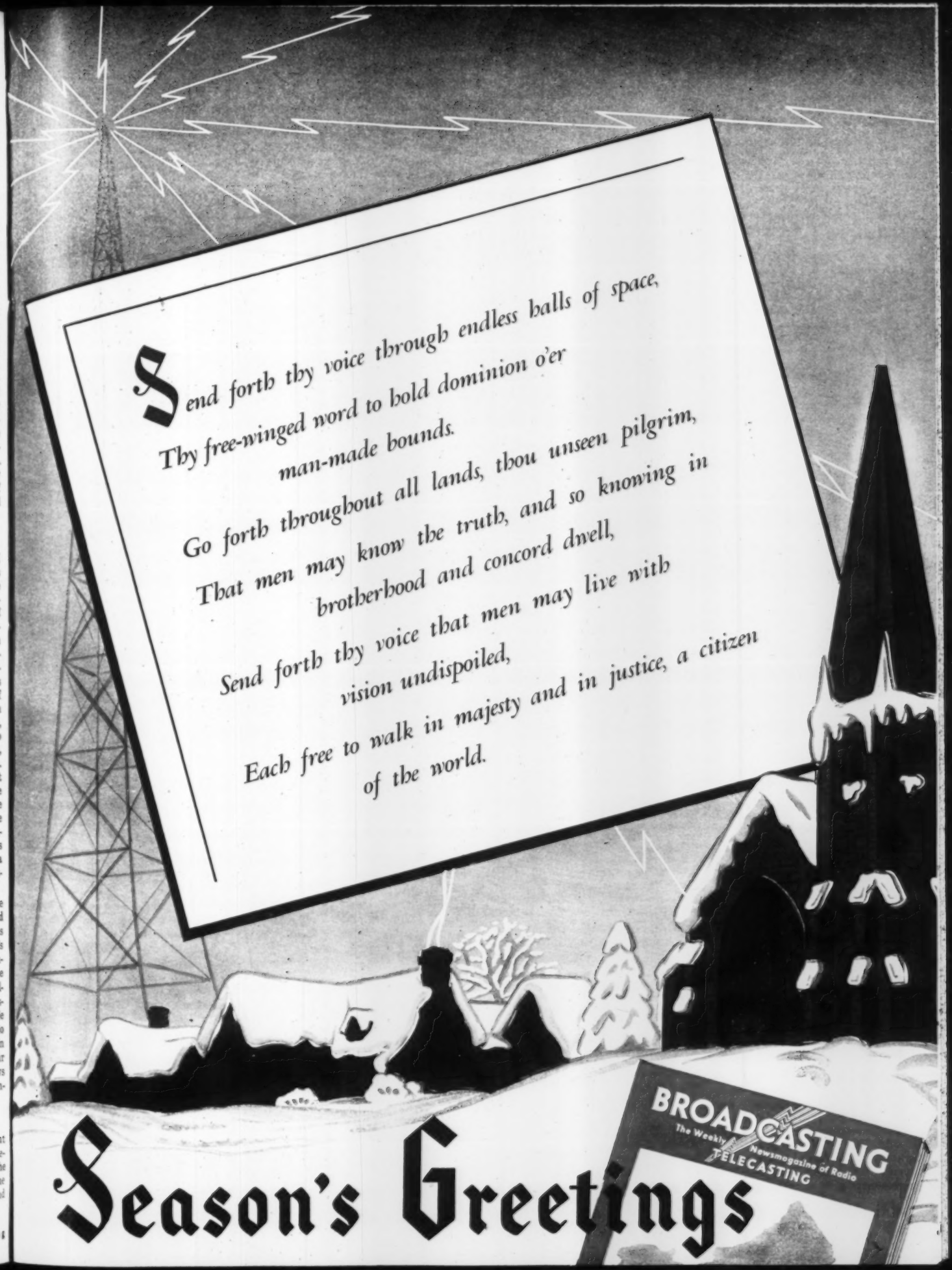
WTCN-FM will operate on Channel 246 (97.1 mc). Its recently completed 80-foot antenna, located atop the Foshay Tower in Minneapolis, highest building in Minnesota, has attracted much attention and has given the station further opportunity for promotion. Top of the mast is 526 feet above Minneapolis streets, and when the steel workers who built it raised the flag atop it to mark completion of their work the *Minneapolis Daily Times* used a deep 3-column spread with picture on its front page (Dec. 5 issue).

In addition to distributing the FM leaflet and obtaining considerable newspaper publicity, WTCN-FM has used other means of promotion. "We have a terrific spread of newspaper ads, tie-ins for manufacturers, distributor and retailer and broadcast exploitation," Clifford J. Rian, publicity director for the station, writes.

Licensee of WTCN and WTCN-FM is the Minnesota Broadcasting Corp.



MINNESOTA'S highest building, the Foshay Tower in Minneapolis, has a new adornment, the 80-foot FM mast of WTCN. Top of the mast is 526 feet above the street.


Send forth thy voice through endless halls of space,
Thy free-winged word to hold dominion o'er
man-made bounds.
Go forth throughout all lands, thou unseen pilgrim,
That men may know the truth, and so knowing in
brotherhood and concord dwell,
Send forth thy voice that men may live with
vision undispoiled,
Each free to walk in majesty and in justice, a citizen
of the world.
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING
Season's Greetings

KMAC Asks FCC to Omit Hearing

Defends Its Programming, Seeks an Immediate Renewal Grant

IN A DETAILED defense of its programming, KMAC San Antonio petitioned FCC last week to reconsider and grant its license renewal application without a hearing.

The 250-w local station, now seeking a regional assignment, was one of seven stations originally set down by the Commission for renewal hearings because of their programming. One, KGFJ Los Angeles, subsequently won renewal without hearing [BROADCASTING, Dec. 2].

In defense of its use of spot announcements, KMAC argued that spots on smaller stations are one of few radio uses economically practical for small business houses. San Antonio, the station contended, "is a city with an unusually large number of small businesses which could not possibly advertise over the radio except through spot announcements."

Lengthy Exhibits

The station submitted lengthy exhibits not only on spot announcements but also on its public service programs and public service spots, local live talent broadcasts, and commercial-vs.-sustaining time to support its claim that it is operating "in the public interest" and that a hearing would entail "a waste of time and money."

The petition, filed by Clare L. Stout of the Washington law firm of Dow, Lohnes & Albertson, said program showings for FCC's 1945 "composite week" were not typical of subsequent operations because all but one day of the composite week fell before Nov. 18, 1945, the date when KMAC discontinued its Spanish-language programs, on which "a large percentage" of its spot announcements were carried.

Exhibits were tendered to show that in the weeks following Nov. 18, 1945, "the number of spot announcements decreased more than 30% under the number carried during the Commission's 1945 composite week. This," the petition said, "was a reduction of 50% under the number . . . carried during the week of Jan. 15, 1946, to which reference was made in the Blue Book."

From 1,700 spots reported for the composite week, the exhibits showed a drop to 1,200 the week beginning Nov. 25, 1945, with subsequent declines to about 620 the week of Oct. 6, 1946, and less than 800 in any week after that. The station pledged to keep future spot announcements "at or below" the present level, said it would carry no "double-spot" announcements, and said FCC "should give consideration to the fact that the great majority of KMAC's spot announcements are of short duration."

"KMAC has repeatedly refused to sell time for unduly long commercials and will continue to carry out that policy," the petition declared.

The station's exhibits indicated that commercial programs amounted to 74.7% of broadcast time during the composite week of 1945, did not exceed that proportion in any of the subsequent weeks analyzed, and dropped to 59.7% during the week of July 28, 1946.

Public service spot announcements, the petition said, ranged between 73 and 135 a week and in most weeks numbered more than 100. One exhibit listed 175 public service broadcasts and organizations served without charge between Aug. 1, 1945, and Oct. 15, 1946.

KMAC said 9.58% of its time is devoted to local live-talent programs, most of them broadcast cast during "the most desirable listening hours" from 6 to 11 p.m. The station, a Mutual affiliate, said it "carries the best programs available from that network, both commercial and sustaining," and has "never had any hesitation in refusing" a network program if it considered a local program more desirable.

Station Commended

A large number of letters from officials of various organizations in the San Antonio area commending KMAC and thanking the station for cooperation in local enterprises were appended to the petition.

Referring to the Spanish-language programs previously carried by the station, the petition said they were designed to serve some 130,000 persons of Spanish descent in that area. They were discontinued, the station explained, when a new Spanish-language outlet became available (KCOR, which broadcasts about half of its programs in Spanish).

The petition noted that there are six stations in San Antonio, of which, in point of power, KMAC and KONO (another local station awaiting renewal hearing on program issues) and KCOR (daytime, 1 kw) are the smallest.

"Ordinarily," it pointed out, "it is not economically practical for [a small business] to purchase time over a large regional or clear channel station. . . . Therefore, the small businessman in San Antonio will almost automatically be required to advertise over KMAC, KONO or KCOR if he expects to advertise over the radio at all. In most cases he will not be able to afford a sponsored program. The result is that he will either be limited to spot announcements on KMAC, KONO, or KCOR or the use of radio as an advertising medium will be denied him."

KMAC is seeking to change from 1240 kc with 250 w to 630 kc with 5 kw, fulltime. This application has been consolidated for hearing with the renewal application, filed last May 29.

Drops TV Show

MARSHALL FIELD & Co., Chicago (department store), at the end of this month is to cancel its television show, *The Marshall Field Theatre* with Don McNeill, telecast Wed. 8-8:30 p. m. on WBKB Chicago. Reportedly costing about $2,500 weekly, the series began Sept. 25 and was scheduled for 26 weeks. Robert Johnson, public relations director of Marshall Field & Co., said last week "We still believe television is a very powerful medium and will probably return to it in the near future."

CROSLEY Broadcasting Corp. will erect FM and television studios and a 575-foot tower on site in Clifton Heights, Cincinnati suburb, shown in architect's drawing. Ground was broken last month for project, which will cost about $170,000. Crosley's FM station, WLWA, is now broadcasting from Carew Tower in downtown Cincinnati. The firm's TV station will be known as WLWT.

Use of Munich Transmitters Presages U. S.-to-Soviet Broadcasts in Russian

RUSSIAN - language broadcasts from the U. S., beamed to the Soviet Union, were close to realization last week [CLOSED CIRCUIT, Dec. 2] when the State Dept. placed in service three powerful transmitters at Munich, Germany, to relay *Voice of America* broadcasts to Europe.

The shortwave transmitters, each of approximately 85 kw power, began operations Dec. 15, William T. Stone, director, Office of International Information & Cultural Affairs (OIC), State Dept., announced. Programs originating at the New York OIC office are being relayed daily from 11 a.m. to 4:30 p.m., EST, which is the top evening listening time in various European areas.

The Munich transmitters are being use to beam programs to Czechoslovakia, Yugoslavia, Rumania, Poland, France, Bulgaria, Hungary and Austria, with some programs in English. Studies are being made for broadcasts "to other countries in Europe, including Soviet Russia," said the State Dept.

Use of the Munich transmitters was obtained by the International Broadcasting Division of State Dept. through cooperation with the U. S. Military Government in Germany, the announcement stated. Earlier requests of State Dept. to use the transmitters, which formerly were part of the Reichspost radio plant, were blocked by military authorities in Germany.

From Germany came reports that the Russians were expected to protest the use of the Munich transmitters by the U. S. because they are in Germany. Russia, however, has refused to permit the U. S., Britain or France to use the powerful Radio Berlin, which is in Russian hands.

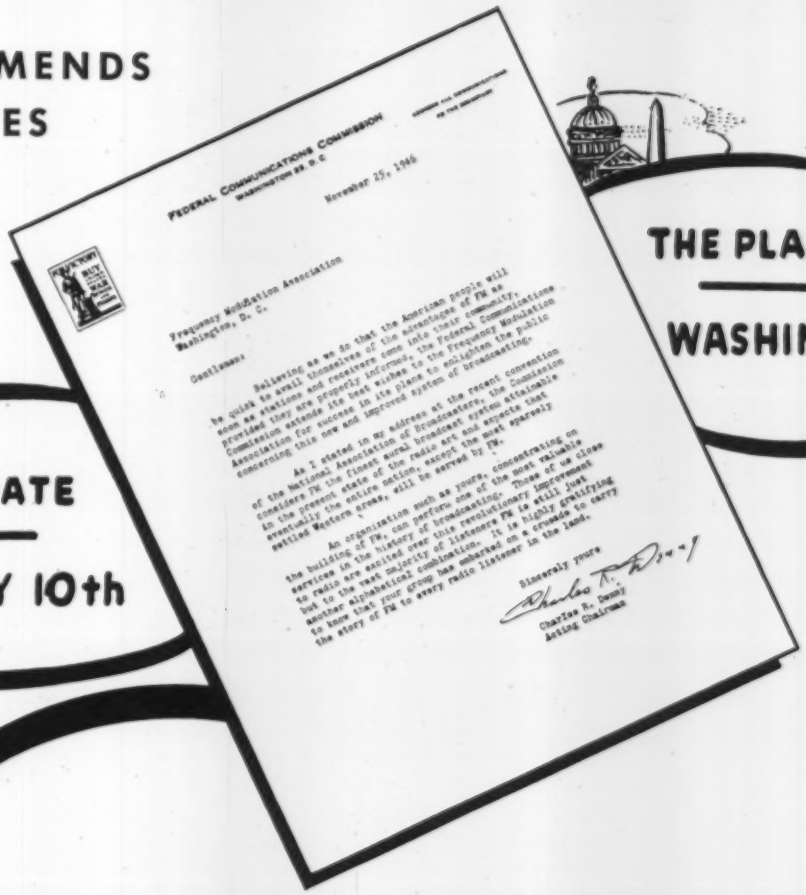
Kenneth D. Fry, chief, IBD, in late September sent three men to Munich to expedite acquisition of the transmitters and put them into working order. They were: Edward Kerrigan, formerly with Press-Wireless; George Herrick, chief engineer, IBD, New York; John Walsh, administrative officer, who has been in the field for the State Dept.

Part of the Munich transmitters are being used by the Armed Forces Network for troop entertainment in the European theater.

CERTIFICATE of merit has been awarded to WHBC Canton, Ohio, by Canton Boy Scout council in recognition of station's cooperation in recent scout membership drive.

FMA ORGANIZING TO PROMOTE FM

FCC COMMENDS OBJECTIVES



FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

November 25, 1946

Frequency Modulation Association
Washington, D. C.

Gentlemen:

Believing as we do that the American people will be quick to avail themselves of the advantages of FM as soon as stations and receivers come into their community, provided they are properly informed, the Federal Communications Commission extends its best wishes to the Frequency Modulation Association for success in its plans to enlighten the public concerning this new and improved system of broadcasting.

As I stated in my address at the recent convention of the National Association of Broadcasters, the Commission considers FM the finest aural broadcast system available in the present state of the radio art and expects that eventually the entire nation, except the most sparsely settled Western areas, will be served by FM.

An organization such as yours, concentrating on the building of FM, can perform one of the most valuable services in the history of broadcasting. Those of us close to radio are excited over this revolutionary improvement but to the vast majority of listeners FM is still just another alphabetical combination. It is highly gratifying to know that your group has embarked on a crusade to carry the story of FM to every radio listener in the land.

Sincerely yours

Charles R. Denny
Chairman
Acting Chairman

THE PLACE
WASHINGTON, D.C.

THE DATE
JANUARY 10th

FIRST NATIONAL BUSINESS MEETING FRIDAY JANUARY 10, 1947 AT HOTEL STATLER, WASH., D. C.

IF FM PROMOTION IS YOUR PROBLEM

Join FMA Now

ATTEND THIS MEETING

"An organization such as yours, concentrating on the building of FM, can perform one of the most valuable services in the history of broadcasting."

IMPORTANT!—MAIL TODAY

ORGANIZATION_____

ADDRESS_____

NUMBER OF REPRESENTATIVES WHO WILL ATTEND_____

MAIL TO: FM Association c/o Leonard H. Marks, Treasurer
517 Evans Bldg., 1420 New York Ave., Wash. 5, D. C.

Strikes

(*Continued from page 38*)

publication for a day WXYZ and the *Free Press* editorial staff arranged a special news broadcast, 7-8:30 a.m., called "Radio Free Press," featuring the paper's key writers. WXYZ was quick to jump into the breach since it was broadcasting election results direct from the city room of the *Free Press* at the time the printers walked out. Detroit's evening newspapers, the *Times* and the *News*, managed to print one or more editions each day while negotiations were under way for settlement of the strike.

Philadelphia

In Philadelphia and its sister city, Camden, N. J., where a Newspaper Guild strike has been in progress on the *Philadelphia Record* and *Camden Courier-Post* (both owned by J. David Stern), radio stations have indicated their willingness to lend whatever assistance they can, but with one exception the two papers have been able to get out editions every day since the strike began Nov. 7. The *Courier-Post* was unable to make deliveries on Nov. 22. During the strike WCAM Camden has extended local news coverage wherever possible, W. H. Markward, managing director, states. In addition, the station has offered equal time to the newspaper and the Guild to present their sides of the story.

Philadelphia stations showed how glad they are to cooperate with the newspapers last May when the city was hit by a 15-day three-newspaper strike. KYW expanded its news coverage all over the board, and in addition to covering general news and sports made arrangements with the *Record* and the *Inquirer* to broadcast feature comics. Another Philadelphia station, WIBG, added several newscasts and also included a 15-minute period in which comics were read.

Also during the May strike WPEN increased and intensified its news broadcasting. Normal five-minute hourly newscasts were, in most cases, stretched to quarter hours, station officials report. For family listening in the early evening WPEN tried to adapt a half-hour newscast to the departmentalized form of a newspaper. Applause by mail came to WPEN for a daily early morning reading of club news for women and notes of other activities of the day.

During the most turbulent periods of the current strike in Philadelphia-Camden WIP kept a special events staff at the sight of potential trouble.

Clarksburg, W. Va.

In Clarksburg, W. Va., where a typographical union strike a few weeks ago forced both of the local daily papers, the *Exponent* and *Telegraph*, to suspend publication WBLK added several five-minute local and state news programs, according to G. C. Blackwell, station director.

During the lengthy Newspaper Guild strike which kept the *Los Angeles Herald and Express* off the streets for 76 days KFWB Hollywood augmented its contacts with local news sources and tried to give maximum possible local coverage, Al Gordon, the station's news editor, states. KMPC Los Angeles offered its facilities to the *Herald-Express* through a special news program, but the newspaper advised that it expected to be resuming operation soon. The paper did resume publication Dec. 2.

Oakland, Calif., stations continued on the air and gave additional news coverage during the recent two-day general strike there. KWBR KRE and KROW were not picketed, while KLX, owned by the *Oakland Tribune*, operating without AFRA announcers and union engineers, dropped all commercial programs to present news.

Canada

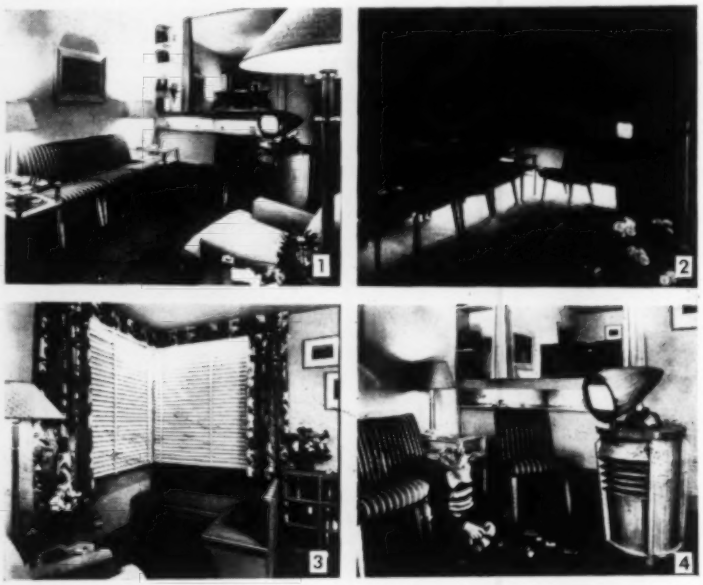
Canada, too, has been hit by newspaper strikes and Canadian stations have cooperated in every way possible in order to help keep the public informed of news events. Vancouver's CKWX became a newspaper of the air for the *Vancouver Daily Province* from June to August during a typographical union strike which is still in progress (paper resumed publication in mid-August). When the paper was not being published CKWX devoted approximately two hours a day to broadcasts which represented each part of the paper, Don McKim, CKWX promotion manager, reports. In addition, CKWX produced a local "March of Time" show, featuring well known writers on the newspaper's staff and interviews with visiting celebrities.

Also in Vancouver CKMO increased its news coverage during the period that the *Daily Province* was forced to suspend publication.

At Edmonton CJCA has cooperated closely with the struck *Edmonton Journal* and *Edmonton Bulletin*, where printers walked out on the night of May 30 and have not returned. On the morning of May 31 CJCA's news room requested and was granted use of all "dupes" from the *Journal* news room, H. J. Yerxa, CJCA news editor, states. " 'Dupes' were picked up at the newspaper six times per day and re-written for radio into a scheduled broadcast. This practice is still in effect," Mr. Yerxa says. He adds that CJCA's news room also re-arranged its news broadcasts with more emphasis on local coverage. Meanwhile, officials of the two newspapers have joined staffs and are publishing joint four-page photo-engraved editions.

FLEXIBLE VIDEO SCREEN

Sylvania Shows New Model in Special Television-Living Room



TELEVISION-LIVING ROOM in Photo 1 shows the flexible television screen under normal lighting conditions, with fluorescent and incandescent lights on. Photo 2 illustrates the black light of the rug's border, with no interference to vision. Video screen is illuminated at right. Another corner of the combination television-living room appears in Photo 3, showing fluorescent strips with self-contained ballasts concealed behind the window valence to provide sufficient light for moderate seeing tasks. Closeup of the television set is in Photo 4. It can be rotated from side to side or up and down.

SYLVANIA Electric Products Inc., at the formal opening in New York City of the newly restyled rooms of the Sylvania Lighting Center, demonstrated a television-living room especially designed to permit one group of people to view a television show while others in the same room read or play cards.

According to Don P. Caverly, director of the Lighting Center, there is more freedom of design and furniture grouping with the new Sylvania television screen which can be moved around the room and turned from side to side, to a 180 degree angle, or up and down to suit viewing conditions. The set was built around the 10-inch cathode ray receiving tubes manufactured by the company.

With any or all of the concealed lighting fixtures on, it is still possible to see clearly the picture on the television screen. But if darkened conditions are desired, black light units concealed beneath the shelves, tables and chairs can be turned on to make the specially treated carpet glow around the edges of the room.

Early 1947 Start Planned for WSVS

Crewe, Va. 1 kw Daytime Outlet Will Operate on 650 kc

WSVS, new 1-kw daytime station at Crewe, Va., is slated to go on the air about the first of the year, W. L. Willis Jr., secretary and general manager, has announced. The station, assigned 650 kc, is owned by Southern Virginia Broadcasting Corp.

New studios and central offices at Crewe are near completion. The station also will have studios at Blackstone, Va., in the old Blackstone Hotel Building, and at Farmville in the Continental Hotel building. It will use AP News and World Transcription Service. Western Electric equipment will be used throughout.

The station has completed arrangements to broadcast all football games of Hampden-Sydney College next year. Staff includes Mr. Willis, former editor of *Crewe Chronicle*, Navy veteran, and publicity director of WRVA Richmond until he left to take over management of the Crewe station; C. E. Wilson, bank teller and wartime instructor at Naval Research Labs, Washington, chief engineer; Miss Shirlee DeForest, who has been associated with Midwest stations, program director; Robert K. Maynard, formerly with OWI and for several years with the American Embassy in London, news commentator.

Southern Virginia Broadcasting Corp. is headed by Calvin S. Willis, retail jeweler. Other principals include W. W. Borum, V. B. Strawser and Maxey Stone, businessmen, in addition to Manager-Secretary of W. L. Willis Jr.

She is one of 110,799 people*

NOW LIVING IN AUSTIN

KTBC SERVES AUSTIN AND THE HEART OF TEXAS - 3,653,000 PEOPLE - BUY KTBC

POPULATION UP!

Austin's population has increased 26 per cent since 1940! The 1946 population of 110,799 has been accepted by the Audit Bureau of Circulation for the reclassification of Austin's national advertising rating. This figure *does NOT* include the 17,100 students now enrolled at the University of Texas.

RETAIL SALES UP!

Retail sales—percentage change from September, 1946, over September, 1945

Austin	plus 50.9
San Antonio	plus 37.3
Dallas	plus 36.5
Houston	plus 34.9

UNEMPLOYMENT DOWN!

Unemployment percentage change from September, 1946, over September, 1945

Austin	plus 107.4
Houston	plus 125.0
San Antonio	plus 250.0
Dallas	minus 28.0

***AUDIT BUREAU OF CIRCULATION**
*Figures are based on calculations of the Bureau of Business Research, University of Texas.

BUY AUSTIN — BUY

KTBC

KTBC CBS

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales*

5000 WATTS Is — 590 ON YOUR DIAL

SURVEY SHOWS WHO'S WHO AMONG GENERAL AD TRADE PAPERS

New Study Reveals Great Influence of General Trade Press Among Leading Executives

PRINTERS' INK Tops Field On Many Counts

A recent survey brings out pointedly the importance of general advertising trade papers among leading executives. Probably the most complete personal study ever published, the survey covered 641 top management men, both advertising sponsors and agencies, in key cities.

The survey was originated by Printers' Ink to determine the degree and character of readership of trade papers among this group. The survey was conducted by A. S. Bennett Associates and tabulated by the Barnard Company. Printers' Ink had no voice in the selection of persons to be covered and saw none of the results until the survey was completed.

Four copies per person

Among the many notable disclosures of the survey was the fact that this group of 641 executives read on the average a total of 2,488 copies of the 6 advertising papers. This is almost 4 copies per person. Printers' Ink alone was found to be read by 88 per cent of the group.

A large number of "firsts" were established by Printers' Ink. Not only did P.I. lead in total readership, it was found also to be the trade paper "most frequently read for helpful information." It was also named as "most authoritative" of all the six magazines.

The survey showed that many persons take the trade papers home to read. Printers' Ink is taken home by 43 per cent of these executives—more than any of the other publications. And P.I. was found to be read "most thoroughly" of the whole group.

For nets, stations, representatives

While truly proud of this proof of leadership in the field, Printers' Ink is equally glad that the survey verifies the strength of these papers as a group in reading and influencing top management.

Networks, stations and representatives who wish their messages to reach and influence these men who make advertising and marketing decisions should see the results of this survey.

A summary of the study will be mailed to you on request with no obligation whatever. Write to Printers' Ink, 205 East 42nd Street, New York 17, N. Y.

Printers' Ink

8 Conditional FM, 13 CP's Are Issued

Regular Permits Also Given To Three Companies

CONDITIONAL GRANTS for eight new FM stations and construction permits for 13 others were issued by FCC last Tuesday. Regular permits were issued for three companies "in lieu of previous conditions."

Seven of the eight conditional grants went to AM licensees. Only exception was Tri-State Broadcasting Co., Cumberland, Md., which is headed by John W. Downing, president of WBOC Salisbury and owned by 58 stockholders including many with interests in WBOC, WCAO Baltimore, and Capital Broadcasting Co., Annapolis FM permittee and AM applicant.

Chief stockholders of Tri-State include Mr. Downing (4.6%), also stockholder of WCAO and Capital Broadcasting as well as WBOC; Edmund Burke (6.7%), president of Kelly-Springfield Tire Co., Cumberland; John McMullen (5.3%), president of Cumberland *Times* and *News* and their radio subsidiary, Times-News Broadcasting Co., which is seeking FCC consent to purchase WTBO Cumberland from Aurelia S. Becker and Charles Z. Heskett for $275,000 [BROADCASTING, Dec. 2].

WISR Butler, Pa., received a conditional grant for a Class A station. Other conditionals, all for Class B operations, went to Tri-State; KGLO Mason City, Iowa; KSCJ Sioux City, Iowa; WCOU Lewiston, Me.; WLLH Lowell, Mass.; WENY Elmira, N. Y., and WARD Johnstown, Pa.

The Commission also approved assignment of an FM conditional grant for Pittsfield, Mass., from Eagle Publishing Co. to Western Massachusetts Broadcasting Co. Lawrence K. and Donald B. Miller, brothers, control both companies. Western Massachusetts Broadcasting also has a grant for a Pittsfield AM station to operate on 1490 kc with 100 w fulltime [BROADCASTING, Oct. 14].

Involuntary transfer of control of Patriot Co., permittee of WHPC (FM) Harrisburg, from the late Vance C. McCormick to executors of his estate also was given FCC approval.

FM construction permits went to the following (power is effective radiated power; antenna height is height above average terrain; AM association is shown in parentheses):

Amphlett Printing Co. (KHWA), San Mateo, Calif.—Class A; 105.1 mc (No. 286); 820 w; 270 feet.

Capital City Bcstg Corp. (WTAL), Tallahassee, Fla.—Class A; 104.3 mc (No. 282); 710 w; 150 feet.

Tri-City Bcstg. Co. (WOC), Davenport, Iowa—Class B; 101.1 mc (No. 266); 47 kw; 355 feet.

Dubuque Bcstg. Co. (WKBB), Dubuque, Iowa—Class B; 99.1 mc (No. 256); 10 kw; 350 feet.

Sunflower Bcstg. System, Kansas City, Kan.—Class B; 99.1 mc (No. 256); 34 kw; 370 feet.

World Co., Lawrence, Kan.—Class B; 103.7 mc (No. 279); 2.5 kw; 315 feet.

Topeka State Journal, Topeka, Kan.—Class B; 102.9 mc (No. 275); 33 kw; 285 feet.

Peninsula Bcstg. Co. (WBOC), Salisbury, Md.—Class B; 96.9 mc (No. 245); 7 kw; 360 feet.

Cape Fear Bcstg. Co. (WFNC), Fayetteville, N. C.—Class B; 100.5 mc (No. 263); 12 kw; 465 feet.

North Carolina Bcstg. Co. (WBIG), Greensboro, N. C.—Class B; 98.5 mc (No. 253); 20 kw; 455 feet.

City of Dallas (WRR), Dallas, Tex.—Class B; 93.9 mc (No. 230); 59 kw; 510 feet.

Southland Industries (WOAI), San Antonio, Tex.—Class B; 102.3 mc (No. 272); 156 kw; 395 feet.

Times-World Corp., Roanoke, Va.—Class B; 92.9 mc (No. 225); 11.8 kw; 1550 feet.

*WTAX Inc. (WTAX), Springfield, Ill.—Class B; 101.3 mc (No. 267); 6.7 kw; 315 feet.

*KTRH Bcstg. Co. (KTRH), Houston, Tex.—Class B; 99.3 mc (No. 257); 350 kw; 520 feet.

*Texas Bcstg. Co., Tyler, Tex.—Class B; 103.9 mc (No. 280); 4.3 kw; 470 feet.

*In lieu of previous conditions.

On the Spot

CJOR Vancouver listeners had box seats at fire at York Hotel, when Dorwin Baird, promotion manager of CJOR, happened to be close to fire when the engines arrived. Stepping into a nearby pay-phone booth, Mr. Baird called CJOR, had line from phone linked to news studio, and told listeners of the fire in the hotel while it was still being fought by Vancouver fire department.

WKMH, Dearborn AM, Started on Air Dec. 22

WKMH Dearborn, Mich., a new 1000 w station, began operations yesterday, Dec. 22. Station is on 1540 kc, and studios are located at Dearborn in the WKMH Building, with the transmitter in Dearborn Township. Station is owned by Suburban Broadcasters (Frederick Knorr, Harvey Hansen, William McCoy).

Mr. Knorr is station manager. Staff members include: Kirk Knight, program director; Carroll Leedy, chief engineer; Verna Borsodi, office manager; Mechel Siever, traffic manager. Engineering department includes: Charles Spurling and Jerrold Martin. Announcers are: Gerald Snider, Robert Maxwell, Frederic Frasier. Sales department includes: Albert Rider, John Szelles, Robert Cartwright.

No Video Plans

SPIKING report that it contemplated a video station adjacent to present Burbank, Calif., location, Warner Bros. has denied any plans to re-enter television field. It was stated that the firm interest in television ended with withdrawal of application for a Hollywood station last spring. No activity in either special films for video, show production or station operation is being considered at this time.

SUPERIOR IN ENGINEERING . . . HIGH FIDELITY IN PERFORMANCE

The New GATES FM

250 WATT TRANSMITTER

. . . is here . . . !

This is an outstanding FM Transmitter—in engineering, in design, in performance—assured by GATES "Know-How" of 24 years standing and months and months of pre-testing in the GATES laboratories of those features declared best for FM transmission, which it incorporates.

. . . WITH THESE BUILT-IN OPERATING ADVANTAGES

This Unit provides ALL features you want most. Besides its vertical chassis for easy accessibility, the three-quarter length front and full-length rear doors, plus modern styling, it gives you:

DIRECT CRYSTAL CONTROL

. . . eliminating the necessity of specially designed motors or critically tuned circuits—an important engineering accomplishment.

SIMPLIFIED ADJUSTMENTS

Only a limited number of components and controls are used—for simplicity of adjustments and ease of operation.

THE BASIC UNIT FOR ADDED POWER

Permits increase of power by the addition of a 1 KW or a 3 KW amplifier constructed in a matched cabinet. Hence obsolescence is obviated.

FORCED AIR COOLING

. . . is used throughout on all power amplifier tubes to secure long life.

EXCEEDS ALL FCC STANDARDS

All requirements of the Federal Communications Commission are exceeded by the characteristics of this FM Transmitter.

THE "INSIDE" STORY

Note the simplicity of assembly, the full length door exposing the inter-unit construction—and how accessible all parts are thus rendered.

MODEL BF-250A

The modern, streamlined cabinet is beautiful in appearance with all controls at eye level. Two large doors extending to control Panel, are easily opened. This Unit will add "showmanship" to any Broadcasting Studio.

GET THE FULL SPECIFICATIONS . . . THEN PLACE YOUR ORDER !

GATES RADIO CO.
QUINCY, ILLINOIS

NEW YORK OFFICE:
9th Floor, 40 Exchange Place

SOLD IN CANADA BY:
Canadian Marconi Co. Ltd.,
Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT . . . SINCE 1922

Merry Christmas and Happy New Year

PAUL H. RAYMER COMPANY

Editorial

Indeed It Would!

THE WASHINGTON POST is a courageous, highly respected metropolitan daily newspaper which is widely quoted throughout the world. Its owner, Eugene Meyer, also is in the broadcasting business. He owns WINX Washington, an independent local outlet, and WINX-FM.

It is surprising—as a matter of fact, it is astounding—in consequence of these facts, to discover that the editorial writers on the *Post* would misinform on the subject of radio.

In an editorial published Dec. 17, the *Post* praises the decision of the Supreme Court in the WOKO case; reiterates its support of the FCC Blue Book; and attacks the statement made by the publisher of BROADCASTING at a recent Florida broadcasters' meeting that the Blue Book is an "undue encroachment upon radio's freedom."

"It is hard to feel much sympathy for such alarms," says the *Post*, and adds: "If the FCC were to tell broadcasters in advance what programs they must present, that would be censorship indeed."

Indeed it would! And it is!

One of the principal issues in hearing before the FCC when there are applications in conflict for facilities is this one:

To determine the type and character of program service proposed to be rendered and whether it would meet the requirements of the populations and areas proposed to be served.

Is that not telling the broadcasters in advance "what programs they must present"?

But the word-benders at the FCC have been even more specific, and the proof is found in a case which has had too little publicity.

This case involved three applicants for a new 250-watter at Orangeburg, S. C.

The applicants were The Observer Radio Co., the Orangeburg Broadcasting Corp. and the Edisto Broadcasting Co. The Observer application was granted, the other two denied.

In the Edisto application, it had been stated that the applicant-manager did not propose to concern himself with local news—although he would be glad to make time available at no cost to the local newspaper to broadcast local news. In denying Edisto, FCC observed:

The Commission has preferred Observer over Edisto for an additional reason. We believe that an essential function of a radio station's operations in the public interest should contemplate the gathering and broadcasting not only of national and state news received over one of the regular news wire services but also the gathering and broadcast of local news on a regularly scheduled news program.

The *Post* stated: "If the FCC were to tell broadcasters in advance what programs they must present, *that would be censorship indeed.*"

Is that censorship within the academic definition of the *Post?*

The Commission has now drafted the networks as espionage agents.

The networks were notified Dec. 18 that, "in pursuance of the policy" of the Blue Book, they would report to the Commission each quarter their schedule of network sustaining features, stations to which they were made available and which of latter accepted them, as broadcast or by delayed transcription.

If there's a discrepancy between the station report and the network report somebody will get his knuckles rapped—or worse.

And the point is: it's none of the FCC's business; not under law, we contend. The Republicans arrive in Congress Jan. 3; hasten the day. A swinging pendulum, even if it doesn't know where it's going, might at least clip some of these miasmatic blue-doodlers.

Transom Versus Leather

WITH no desire to jump the gun on the year-enders, we nevertheless feel it is timely to take stock. Business looks good, except that there is evident nervousness. Major accounts have been slow in fixing 1947 budgets, but those that are fixed are up, generally. John L. Lewis threw the national economy into a tail-spin with his ill-starred strategy.

Those conditions, of course, have a bearing on the health and well-being of radio. Statistics released by the FCC the other day [BROADCASTING, Dec. 2] told a story about radio business in 1945 that warrants appraisal. Radio business was up—$310,000,000 as against $287,000,000 in 1944. But expenses more than offset the increase, moving from $83,000,000 to $90,000,000 in 1945. It was the first drop in the net before taxes in years.

That condition isn't peculiar to radio. Generally, the story is gross income up, net before taxes abysmally down, net after taxes perhaps better than during the excess profits tax period. But with the gap between gross and net before taxes narrowing with each labor negotiation, and with sizable capital expenditures earmarked for FM and in some cases television, there's reason for concern.

That isn't all of the story. Among advertising media radio has outdistanced its competitors in gains made for nearly two decades. Competitive selling is increasing in pitch and tempo. Newspapers and magazines have adapted radio's selling methods, using *cost per impression* devices, and cumulative discounts. Readership studies are being made.

All this means that many station owners and managers who have been disposed to coast during the years of easy selling will have to pitch in again. The signs call for aggressive selling to build up volume (Blue Books notwithstanding). They call for ingenuity, by newcomers and veterans alike in programming to broaden the listening base. They call for affirmative selling and planning.

Over-the-transom business is done. Pavement-pounding is indicated. It's healthier.

Draft Wallace White

WHEN THE Senate Republicans caucus on Dec. 30 to organize the majority party of the new Congress, Sen. Wallace H. White Jr., of Maine, will be the unanimous choice for the party's leadership.

Simultaneously, there will arise the question whether he should assume chairmanship of the Interstate and Foreign Commerce Committee.

Senator White is the co-author of the existing radio law. He was primarily responsible for its drafting while he was a House member in 1926. That law became the basis of the present Communications Act of 1934. He knows more about communications and radio than any man in Congress.

Wallace White, by all standards, is the best qualified legislator in the nation to chart the course for new radio legislation. Irrespective of all other considerations, he should be drafted by his party to head this important committee, even though the dual-leadership burden will be heavy. There should be a new Communications Act and it should be the Wallace White Act. The Congress and the nation owe it to him.

Our Respects To—

ERIC SEVAREID

WHEN Eric Sevareid came home to America in the fall of '41, the rape of France, the British blitz were still sharp as shrapnel in his mind. "I can never again bother with non-essentials," he told reporters. "I'll have no more time for 'phonies'." He has kept his word.

If it is integrity, enlightenment, and a sympathetic understanding of the world today that radio desires of its interpreters of the news, the industry may well be proud of the 34-year-old chief of the CBS Washington news bureau.

Important as his position is in the world news capital, the man is immeasurably bigger than the job.

The public has been made more acutely aware of this fact since the October publication of his book, *Not So Wild a Dream.* It is the story of the growth and liberation of his mind, and of the struggle for the rights of man as he saw it fought first in the streets of Minneapolis, then in the council chambers, on the battlefields of Burma, China, France, England, Germany. It is a personal history of the era.

In its pages he says, as Paul Porter wrote in praise of the book, "so many things that need to be said and said again." Mr. Porter added, ". . . it is far superior to anything of its kind I have ever read."

Similar heartfelt appreciation has come from thinking people throughout the country, the known and unknown. Among these expressions are notes, handwritten and many too personal for quotation here, which he has received from the nation's great, who have been profoundly moved by both the man and his ideals.

Their reactions were perhaps best summed up by Sumner Welles, whose own book on international affairs was published at the same time as Mr. Sevareid's. "Nothing could be more tonic in the building up of a healthy public opinion in the United States than the reading of your book," Mr. Welles wrote.

This "American testament" is such a positive force not only because of the writer's enlightened views, but also—and especially—because Eric Sevareid knows why he believes what he believes.

He comes from the traditionally isolationist Middle West: Velva, N. D., where he was born Nov. 26, 1912, of Norwegian parentage. The family later moved to Minneapolis. At the age of 17 he and a school friend set out on a grueling test of the will and body, a 2,200 mile canoe trip from the headwaters of the Mississippi to Hudson Bay, an expedition never before attempted.

The Minneapolis *Star* bought his account

(*Continued on page 60*)

IT'S TIME FOR THE *News!* OVER WOAI

WOAI listeners don't need to consult the radio schedules in the newspapers—they KNOW when the news is broadcast over their favorite station, *clear channel* WOAI. Winter and summer, never varying, regularly scheduled news broadcasts are heard over WOAI. And throughout the years, it's become a habit for listeners to dial this powerful station for the news.

In addition to these news broadcasts heard at regular times throughout the day, WOAI presents many exciting special event programs direct from their point of origin. For example, WOAI had its own reporter covering the inauguration of President Miguel Aleman early in December. His WOAI broadcast was fed to the Texas Quality Network. Wherever news breaks in the WOAI listening area, WOAI reporters are on hand with direct broadcasts or with wire recorders to bring the realism and on-the-spot color to the listening audience.

Of course WOAI has the facilities of the UP, AP and INS always—as well as experienced farm and ranch reporters to bring up-to-the-minute agricultural news to all of South Texas.

Is it any wonder that "It's time for the news over WOAI" is heard many times daily in homes throughout this area? WOAI doesn't *make* the news —but it *breaks* it to hundreds of thousands of listeners who tune in WOAI automatically. That's why WOAI, the station that's LISTENED TO is the station that SELLS!

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WOAI *San Antonio*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS *Clear* **CHANNEL**

Dec. 13 Proposed Decisions . . .

Durham Radio Corp., Durham, N. C.—Proposed to grant application of change of frequency of station WDNC Durham from 1490 kc to 620 kc and increase power from 250 w to 1 kw night, and 5 kw day, DA, unlimited time, subject to interference which it may receive from station WAGE and/or WROL if the Commission determines that grant of the WAGE application and/or application of WROL would serve the public interest, convenience and necessity; also subject to condition that WDNC limits its radiation to 10 mv/m in direction of WSUN St. Petersburg, Fla., and reaffirmation by the CAA of approval of transmitter site and antenna system.

Public Information Corp., Durham, N. C.—For grant of new station at Durham to operate on 1490 kc 250 w, unlimited time.

Stuart Bcstg. Co., Jackson, Miss.—For new station in Jackson to operate on 620 kc, 5 kw night, DA night, subject to interference received from WROL, and from Station KWFT, as proposed; contingent upon reaffirmation of approval of transmitter site and antenna system by the CAA.

ACTIONS OF THE FCC

DECEMBER 13 TO DECEMBER 19

Rebel Bcstg. Corp., Durham, N. C.—For new station at Durham to operate on 1490 kc, 250 w, unlimited time.

Wichita Broadcasters, Wichita Falls, Tex.—To change power of station KWFT, operating on 620 kc, from 5 kw day, 1 kw night, to 5 kw, using directional antenna at nighttime only, subject to interference received from WROL operating as proposed; and contingent upon reaffirmation of approval of transmitter site and antenna system by the CAA.

Newark Bcstg. Corp., Newark, N. J.—To operate on 620 kc, 5 kw, unlimited time, DA, subject to reaffirmation of CAA approval of site and antenna system; conditions re: radiation from WAGE.

WCAX Burlington, Vt.—To operate on 620 kc with power of 5 kw, using DA both day and night.

WAGE Syracuse, N. Y.—To operate station WAGE on 620 kc, 5 kw daytime, at this time, and the operation of WAGE with 5 kw nighttime using DA at such time as WAGE files an appropriate application for such nighttime operation, in accordance with the suggestions made at the hearing, which would not increase the RSS to existing stations or pending applications, computing such RSS values on the basis of WCAX operating as proposed.

Applications Proposed to Be Denied:

Donald Flamm, New York—For new station to operate on 620 kc, with power of 5 kw, using DA, unlimited time.

The Metropolitan Bcstg. Service, New York—For new station to operate on frequency of 620 kc, 5 kw, unlimited time, DA.

Dec. 13 Applications . . .

ACCEPTED FOR FILING

AM—890 kc

WCYB Bristol, Va.—CP to increase power from 1 kw day to 5 kw day and install new transmitter.

FM—100.3 mc

KYW-FM Philadelphia, Pa.—CP to specify frequency as Channel No. 262, 100.3 mc, specify effective radiated power as 20 kw; antenna height above average terrain as 500 feet.

AM—1140 kc

WKAX Birmingham, Ala. — CP to change frequency from 900 to 1140 kc, hours of operation from daytime to limited, and change transmitter location.

AM—1400 kc

WGNH Gadsden, Ala.—Modification of CP (as modified, which authorized a new standard broadcast station) to change type of transmitter.

AM—1290 kc

WIRK West Palm Beach, Fla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and transmitter location.

FM—98.9 mc

Liberty Bcstg. Corp., Atlanta, Ga.—CP for new FM broadcast station to be operated on 43.3 mc. AMENDED to change frequency from 43.3 mc to Channel No. 255, 98.9 mc; effective radiated power as 20 kw.

AM—780 kc

WCKB Dunn, N. C.—License to cover CP (as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

KOCY Oklahoma City, Okla.—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WRNO Orangeburg, S. C.—License to cover CP (as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1000 kc

Coleman County Bcstg. Co., Coleman, Tex.—CP for a new standard broadcast station to be operated on 1000 kc, power of 250 w and daytime hours of operation.

AM—870 kc

KCNC Fort Worth, Tex.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter for approval of transmitter location and to specify studio location.

AM—1490 kc

KVOU Uvalde, Tex.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, and for approval of transmitter and studio locations.

AM—1270 kc

WHBF Rock Island, Ill.—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WCVS Springfield, Ill.—License to cover CP which authorized installation of new vertical antenna, and change transmitter location, authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

WSAU-FM Walsau, Wis.—Modification of CP which authorized a new FM broadcast station, to change transmitter site from town of Texas, Wis. to northeast of Wausau, Wis., effective radiated power to 46 kw, antenna height above average terrain to 414 feet, make changes in antenna system and change commencement and completion dates.

AM—830 kc

Beverely Hills Bcstg. Corp., Beverly Hills, Calif.—CP for a new standard station to be operated on 830 kc, 5 kw and daytime only hours of operation.

AM—1480 kc

KIEM Eureka, Calif.—CP to install new transmitter.

AM—1580 kc

KOWL Los Angeles, Calif.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location and to change studio location from Hotel Carmel, 2nd and Broadway, Santa Monica, Calif., to Hotel Chase, Ocean Front, Los Angeles, Calif.

AM—1150 kc

Radio Americas Corp., Mayaguez, P. R.—CP for a new standard broadcast station to be operated on 1150 kc, 1 kw and unlimited hours of operation—AMENDED: re officers, directors, and stockholders.

AM—1230 kc

WJOR Bangor, Me.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—CP for new FM (Class B) broadcast station to be operated on frequency to be assigned by FCC, effective radiated power: 15.6 kw.

FM—Unassigned

WHVA Poughkeepsie, N. Y.—Modification of CP which authorized new FM broadcast station, to change transmitter location and make changes in antenna system.

FM—Unassigned

WWDC-FM Washington, D. C.—Modification of CP which authorized new FM broadcast station, to specify type of transmitter and make changes in antenna system.

AM—840 kc

Rock Creek Bcstg. Corp., Washington, D. C.—CP for a new station to be operated on 840 kc, 10 kw, directional antenna and daytime only hours of operation.

AM—1400 kc

WSAM Saginaw, Mich.—CP to make changes in antenna and to change transmitter location.

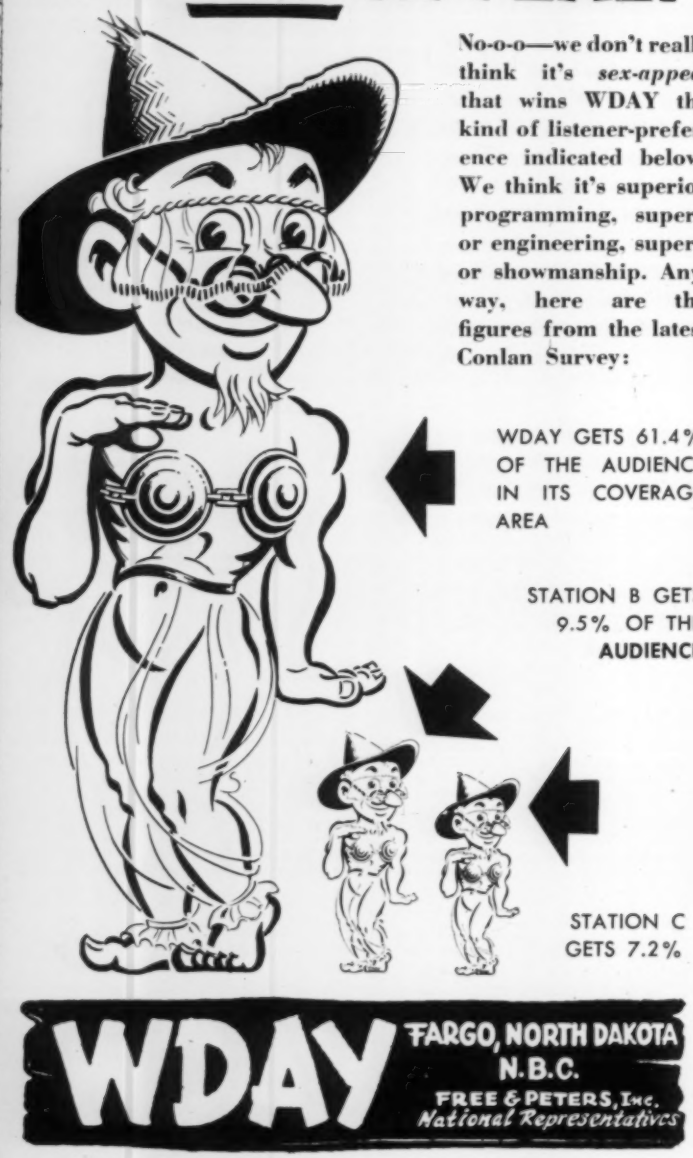
AM—1400 kc

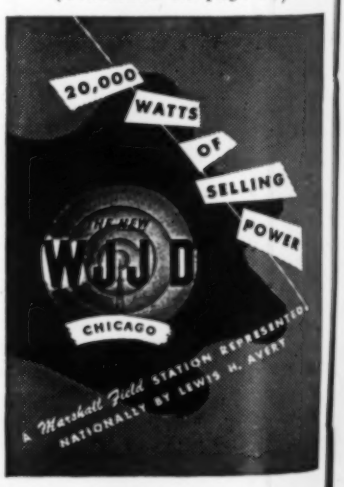
Erie Bcstg. Co., Erie, Pa.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

FM—Unassigned

WMCK-FM McKeesport, Pa.—Modification of CP which authorized a new FM broadcast station, to change effec-

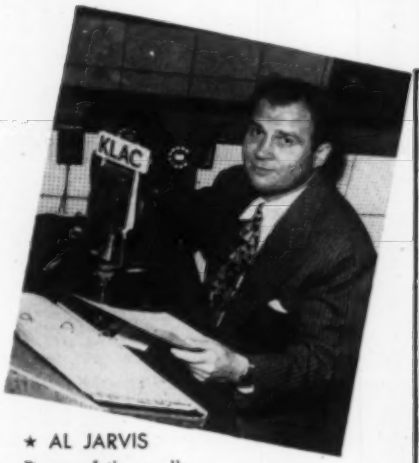
(*Continued on page 54*)


DO YOU GUESS IT'S SEX-APPEAL?
No-o-o—we don't really think it's *sex-appeal* that wins WDAY the kind of listener-preference indicated below. We think it's superior programming, superior engineering, superior showmanship. Anyway, here are the figures from the latest Conlan Survey:
WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA
STATION B GETS 9.5% OF THE AUDIENCE
STATION C GETS 7.2%
WDAY
FARGO, NORTH DAKOTA
N.B.C.
FREE & PETERS, Inc.
National Representatives



4 REASONS WHY

KLAC Leads the Disc Jockey Race



★ AL JARVIS
Dean of them all

★ CHRISTMAS EARLY
"Spin-up" queen

★ DICK HAYNES
Wakes up singing

★ BOB McLAUGHLIN
The girls love him

The rise of the disc jockey in progressive programming found KLAC ahead of the trend. Four ace "spinners," lead by Al Jarvis of national fame, aid in making KLAC Los Angeles' most pleasing station.

★ JARVIS—"Original Make-Believe Ballroom," 7 days, two hours. "Can You Tie That," Sunday's.

★ EARLY—Right out of Dick Tracy cartoon. Newest coast favorite.

★ McLAUGHLIN—"Picture Album" where top male singers introduce their own selections.

★ HAYNES—"Alarm Clock Club" and "Top O' the Morning." Los Angeles awakens to his platters.

KLAC

LOS ANGELES

National Representative: ADAM J. YOUNG, Jr., Inc. New York & Chicago

KXOK's 33% GAIN

IN SHARE OF AUDIENCE

Oct. 1946 Over Sept.-Oct. 1945

proves it's

PROGRAMMING THAT COUNTS

Yes . . . it's **programming scoops** like, (1) Rush Hughes, St. Louis' outstanding record authority, plus, (2) KXOK's exclusive Weathercasts, plus, (3) becoming the only St. Louis station to present all 4 major news services — 3 features added in October — that count! No wonder KXOK's Hooper "share of audience"* in October 1946 was 33% greater than the Sept.-Oct. 1945 figure. That's why more and more leading advertisers are putting their OK on KXOK; over 40 regional and local advertisers (not including network advertisers) have renewed their use of KXOK from 2 to 7 consecutive years.

*Includes all time periods rated by Hooper—morning, afternoon, evening.

• 630 KILOCYCLES
• 5000 WATTS
• FULL TIME

Owned and operated by The St. Louis Star-Times

For complete details, call a JOHN BLAIR representative

MANAGEMENT

EDWARD R. MURROW, CBS vice president and director of public affairs, has accepted an invitation to serve on the Yale Review Advisory Council for 1947. In addition to serving in an advisory capacity, Mr. Murrow will contribute to the Yale Review.

WALTER C. EVANS, vice president of Westinghouse Electric Corp. in charge of all radio activities and vice president and general manager of Westinghouse Radio Stations, Incorporated subsidiary of the parent company, has been presented the War Dept. Certificate of Appreciation for "his contribution to the Signal Corps in connection with the development and production of radio and radar equipment during World War II." Under his direction more than $400,000,000 worth of wartime electronics equipment was produced by Westinghouse for armed services.

Mr. Evans

JOHN W. ELWOOD, general manager of KPO San Francisco, has been elected a director of the San Francisco Chamber of Commerce.

ROY DUNLOP, a representative of the CBC, sailed from San Francisco Dec. 9 for China to set up broadcasts in English for the Chinese Broadcasting Adm. According to Mr. Dunlop, CBC plans to build a chain of FM stations along the China coast with which it hopes to reach English speaking people in the Far East.

JOSEPH L. TINNEY, executive vice president of WCAU Philadelphia, has been named chairman of the radio publicity committee of Mayor Bernard Samuel's Philadelphia Committee on Emergency Housing.

H. QUENTON COX, general manager of KGW Portland, has been elected by Pacific Coast affiliates to represent 8th District of NBC Stations. Planning and Advisory Committee for 1947. He will represent 13 stations in Oregon, Washington, California, Honolulu and Manila. **ARDEN X. PANGBORN,** former manager of KGW and now business manager of The Oregonian, was the original district representative from 1941 to Jan. 1, 1946, when succeeded by **WILLIAM B. RYAN,** general manager of KFI Los Angeles.

Mr. Cox

BEN STROUSE, general manager of WWDC Washington and chairman of membership committee of Washington Advertising Club, has formulated and had approved an idea for student membership in the Ad Club. Students of advertising at accredited colleges and universities in Washington will be permitted to attend luncheons and meetings and share all privileges except voting for nominal yearly fee of $5. On completion of schooling, student members can become full members of organization.

CHARLES A. BERTHIAUME has been named managing director of CHLP Montreal.

3 AM Renewals

LICENSE RENEWALS for three AM stations were announced by FCC last Wednesday. WSM Nashville and its auxiliary, and WMGY Montgomery, Ala., were granted renewals to Nov. 1, 1949, and WAGM Presque Isle, Me. was given renewal to Feb. 1, 1948. W9XJD, WJJD Chicago's developmental station, was granted renewal to May 1, 1947.

PART INTEREST SALES AT KTBS, KICA LISTED

SALES of one-fourth interest in KTBS Shreveport, La. for $134,000 and one-third interest in KICA Clovis, N. M. for $25,000 were reported to the FCC last week for approval.

The equal partnership of KTBS consisting of George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack applied for transfer of control of Mr. McCormack's one-fourth interest equally to the other three partners. According to the application, Mr. Cormack, managing partner who lives in Albuquerque, N. M., finds it too difficult to commute between that city and Shreveport and is therefore relinquishing his interest. KTBS operates on 1480 kc, 1000 w, full time.

The sales consideration includes $1,000 paid in cash and cancellation of a $9,000 note given by Mr. McCormack to KTBS, issuance of a $34,000 note to him by the remaining partners, payable Jan. 1, and a note for $90,000 to be paid off by Jan. 1, 1953. Mr. McCormack was succeeded by Cecil K. Beaver as general manager last August. Mr. Beaver was formerly with KOIL Omaha, KSTP St. Paul, WOWO Omaha, and KARK Little Rock.

Hugh Dewitt Landis, sole owner of KICA, and Ross B. McAlister, present manager of the station, applied for consent to transfer one-third interest to Mr. McAlister. Mr. McAlister also owns a one-third interest in KTNM Tucumcari, N. M. and was associated with Mr. Landis as manager of KFYO Lubbock from May 1937 to May 1943. Mr. Landis owns 1% and is officer in the Plains Broadcasting Co. at Amarillo and is permittee of KGNC-FM. KICA operates on 1240 kc, 250 w, full time.

4 New Catalogs Acquired By SESAC Inc., New York

SESAC INC., New York, announces the acquisition of four music publishing houses, Goddard Music Co. of Chicago, M. Homer Cummings (Coalwood, W. Va., publisher), Walter A. Quincke, and Samuel W. Beazley & Son, Chicago.

The Goddard catalog, according to the announcement, consists entirely of novelty or program material songs, while the Cummings catalog includes some 800 religious melodies.

Some of the most important Quincke compositions for full and string orchestra and piano solo are now in the SESAC repertory following their acquisition by Pallma Music Products of Chicago, a SESAC affiliate. In connection with acquisition of the Beazley firm (church song book publishers) SESAC announced that some 5,000 music plates are being put into production by the Stamps-Baxter Co. of Dallas, affiliated with SESAC.

COMMERCIAL

LEE WHYTE has been named to the sales staff of WGAT Utica, N. Y., new ABC outlet soon to begin operations. Mr. Whyte is former sales director of WBTA Batavia, N. Y., and previously had been with WINX and WOL Washington. He is AAF veteran.

HALE BONDURANT, sales manager of WHO Des Moines, retiring as president of the Des Moines Golf and Country Club, has been elected to a three year term as director of that organization.

FREMANTLE OVERSEAS RADIO, New York and London, has been appointed U. S. and European representative for HJDE-HJDK La Voz de Antioquia, Medellin, Colombia. Station will operate with 10 kw on both long and short wave effective Dec. 24.

HOMER GRIFFITH Co., Hollywood, has been appointed exclusive national sales representative of KUOA Siloam Springs, Ark.; KWBC Fort Worth, Tex.; KCOL Fort Collins, Col.; KJAM Vernal, Utah.

A. A. McDERMOTT, sales manager of Horace N. Stovin & Co., Toronto, station representative, last week spoke on "Canadian Radio" and its development over 25 years to the senior advertising class at Northern Vocational School, Toronto.

DON ROSS, veteran of Merchant Marine and former manufacturers agent, has joined sales division of WNOC Norwich, Conn.

JACK QUINN has been appointed sales supervisor of CKMO Vancouver, B. C., succeeding **TOM SLATTERY,** who has been made advertising manager of CKMO. **BILL WATTS** is a new member of the sales staff.

HEADLEY-REED Co., Atlanta, Ga., has moved from the Glenn Bldg. to larger quarters in the Palmer Bldg.

JEANNE PARRIS, assistant saleswoman at KIRO Seattle, has been named traffic manager of KVOS Bellingham, Wash.

KTFS Texarkana, Tex., has named Homer Griffith Co. as national representative.

WQQW Washington has named William G. Rambeau Co. as national representative.

VIC STAPLES, formerly of the time sales division of All-Canada Radio Facilities, Toronto, has been appointed commercial manager of CKRC Winnipeg. Prior to joining All-Canada Radio Facilities at Toronto in 1945 he was with sales staff of CKCK Regina, Sask., and commercial manager of CJOC Lethbridge, Alta. **WALDO HOLDEN,** commercial manager of CKRC, has resigned to join the commercial department of CKEY Toronto.

CBC NETWORKS on Christmas Day will carry no commercials, according to ruling from Ottawa. There will be no commercial programs on CBC Trans-Canada and Dominion networks that day, when the two networks will become one for most of the schedule.

PHILADELPHIA'S No.1 Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

YOU MAY BE ABLE TO "STILT" ACROSS NIAGARA*—

BUT—YOU CAN'T DO MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

And here's some tangible proof, from C. E. Hooper!

From 8 a.m. to 12 noon, Mondays through Fridays, WKZO-WJEF have a 34.0% "Share of Audience" in Grand Rapids—Kalamazoo . . . all other CBS stations have 11.2% . . . all ABC stations have 22.5% . . . all NBC stations have 24.0%!

Yes, and our afternoon and night-time figures are actually *better!*

We'd be happy to send you the complete Report—or just ask Avery-Knodel, Inc. It's just as we said at the start—you may be able to walk stilts across Niagara Falls, but you can't do much in Western Michigan, without WKZO-WJEF!

**Charles Blondin did it on a tight-rope, on Sept. 14, 1860.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

KFMB
Sells
SAN DIEGO

Going Up! 1946
U. S. Census shows San Diego metropolitan district with post-war civilian population of 465,720. San Diego city population jumps 78% over 1940! This lucrative market is yours "from the inside" with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

FCC Actions

(Continued from page 50)

Applications (Cont.):

tive radiated power to 255 w and change commencement and completion dates.

AM—1450 kc

WPLH Huntington, W. Va.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WWNS Statesboro, Ga.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

AM—1490 kc

WWNS Statesboro, Ga.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WRQN Vidalia, Ga.—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

Smoky Mountain Broadcasters Inc., Waynesville, N. C.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1490 kc

Craig Bcstg. Co., Chester, S. C.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: to change transmitter location, change studio location and to make changes in antenna.

AM—1240 kc

WGNS Murfreesboro, Tenn.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna, change type transmitter and change studio location.

AM—1500 kc

Denison Broadcast Corp., Denison, Tex.—CP for a new standard broadcast station to be operated on 1580 kc, 250 w and daytime only hours of operation—AMENDED: to change frequency from 1580 to 1500 kc, change transmitter and studio locations from Denison to Sherman, Tex.

AM—970 kc

KWBC Fort Worth, Tex.—License to cover CP as modified, which authorized new standard broadcast station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—940 kc

Rose Capital Bcstg. Co., Tyler, Tex.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1490 to 940 kc, hours of operation from unlimited to daytime only, to make changes in antenna and ground system.

AM—1520 kc

KSIB Creston, Iowa—License to cover CP which authorized a new standard broadcast station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1000 kc

Capital Bcstg. Co., Lincoln, Neb.—CP for a new standard broadcast station to be operated on 1000 kc, 10 kw and daytime only hours of operation.

AM—1380 kc

Albert Alvin Almada, Sacramento, Calif.—CP for a new standard broadcast station to be operated on 1380 kc, 1 kw, directional antenna night and unlimited hours of operation.

AM—1400 kc

KKIN Visalia, Calif.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1270 kc

KTFI Twin Falls, Idaho—CP to install directional antenna for night use, and increase power from 1 kw night, 5 kw day to 5 kw day and night.

AM—1220 kc

Interlake Bcstg. Corp., Renton, Wash.—CP for a new standard broadcast station to be operated on 1220 kc, 250 w and daytime only hours of operation.

Applications for Renewal:

Applications for renewal of standard broadcast license filed: KSUB Cedar City, Utah; WALL Middletown, N. Y.; WDMJ Marquette, Mich.; WINX Washington, D. C.; WJPF Herrin, Ill.; WMBO Auburn, N. Y.

Applications for renewal of standard broadcast license filed: KROC Rochester, Minn.; KVOX Moorhead, Minn.; WEXL Royal Oak, Mich.; WHAT Philadelphia, Pa.

Applications Dismissed:

New Mexico Bcstg. Co. Inc., Gallup, N. M.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—DISMISSED: request of applicant.

Applications Tendered for filing:

AM—1480 kc

WHOM Jersey City, N. J.—CP to increase power from 500 w night and 1 kw day to 5 kw, install directional antenna for day and night use, new transmitter and change transmitter location.

AM—1230 kc

E. Z. Jones, Gainesville, Fla.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—550 kc

Shawano County Leader Publishing Co., Shawano, Wis.—CP for a new standard broadcast station to be operated on 550 kc, 100 w night and 250 w day and unlimited hours of operation.

AM—680 kc

Miller Publishing Co. Inc., Omak, Wash.—CP for a new standard broadcast station to be operated on 680 kc, 1 kw and daytime hours of operation.

AM—870 kc

WHCU Ithaca, N. Y.—Request for special service authorization to operate from 6:00 a.m. to sunrise during the period of December 1, 1946 to March 1, 1947, on 870 kc, 1 kw and limited hours of operation.

AM—1500 kc

Brazoria County Bcstg., Brazosport, Tex.—CP for a new standard broadcast station to be operated on 1500 kc, 250 w and daytime hours of operation.

AM—1470 kc

KTRI Sioux City, Iowa—CP to change frequency from 1450 to 1470 kc, power from 250 w to 5 kw, install directional antenna for day and night use and change transmitter location.

AM—1490 kc

Pass Bcstg. Co., Benning, Calif.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1170 kc

KSDJ San Diego, Calif.—Modification of CP to change power from 5 kw day and night to 1 kw night and 5 kw day using directional antenna day and night, unlimited hours of operation.

AM—620 kc

KWAL Wallace, Idaho—CP to change frequency from 1450 to 620 kc, power from 250 w to 1 kw, install directional antenna night use, new transmitter and change transmitter location.

AM—Assignment of License

KICA Clovis, N. M.—Consent to assignment of license to Hugh DeWitt Landis and Ross B. McAlister, d/b as Radio Station KICA.

AM—910 kc

Okefenokee Bcstg. Co., Waycross, Ga.—CP for a new standard broadcast station to be operated on 910 kc, 500 w night and 1 kw day and unlimited hours of operation.

Dec. 16 Decisions . . .

BY COMMISSIONER WALKER

KGFJ Los Angeles—Dismissed petition requesting continuance of consolidated hearing in re applications in Dockets 7633, 7634 and 7919.

Antilles Bcstg. System, Rio Piedras, P. R.—Granted petition for leave to amend its application so as to specify a new transmitter site, etc. Also granted petition requesting Commission to reopen record and order further hearing in re its application and that of Radio Americas Corp.; record was ordered reopened and a further hearing on application of Antilles Bcstg. System, as amended, is scheduled for Dec. 20, in Washington, for sole purpose of receiving evidence pertaining to transmitter site described in said amendment.

Heart of Ohio, Columbus, Ohio—Granted petition requesting leave to amend its application so as to show addition of new stockholder.

Air Capital Bcstg. Co., Wichita, Kan.—Granted petition for leave to intervene in hearing on application of KANS.

The Atlanta Journal Co., Atlanta, Ga.—Granted petition for leave to amend its application for FM station so as to change Par. 32 to show weekly program analysis and tentative weekly program schedule.

KOCS Ontario, Calif.—Granted petition for leave to intervene in hearing on application of San Gabriel Valley Bcstg. Co. for new station in Monrovia, Calif.

Hanford Publishing Co., Hanford, Calif.—Granted petition for leave to amend its application so as to show a revised antenna array, etc.

Berks Bcstg. Co., Reading, Pa.—Granted petition for leave to amend its application so as to show the transfer of control of applicant Corp. to Hawley Bcstg. Co.

Greensboro Bcstg. Co. Inc., Greensboro, N. C.—Granted petition requesting 30-day continuance of hearing on its FM application scheduled for Dec. 16, and continued same to Jan. 29 at Greensboro.

KTKC Fresno, Calif.—Granted petition for leave to amend its application so as to specify 50 kw instead of 5 kw power; to abandon its request to move its main studios from Visalia to Fresno, etc. Amendment was accepted and application removed from hearing docket.

WLIB Brooklyn, N. Y.—Granted petition for leave to amend its application so as to specify 5 kw at night instead of 10 kw night; to change parameters of antenna design, etc.

Standard Tobacco Co., Maysville, Ky.—Granted petition for leave to amend its application so as to change Par. 38 to show changes in proposed service contours and areas and populations proposed to be served.

KSFO San Francisco; KQW San Jose, Calif.—Granted joint petition requesting extension of time within which to file proposed findings in re Dockets 6005 and 6214, time was extended to and including Feb. 10, 1947.

Greensboro Bcstg. Co., Greensboro, N. C.—Granted petition for leave to amend its application for FM station so as to show transfer of control of applicant corporation to Ralph M. Lambeth, etc.

WTNJ Trenton, N. J.—Commission ordered that oral argument in re Docket 5893, et al, presently scheduled for Dec. 18, be continued to Dec. 27, 1946.

WBIZ Inc., Eau Claire, Wis.—Granted petition requesting that issues in consolidated proceeding upon its application and application of Eau Claire-Chippewa Bcstg. Co. be enlarged to include issue to determine whether operation of a proposed station in Chippewa Falls on 1340 kc, 250 w would involve objectionable interference with any existing or proposed broadcast service, and if so, the nature and extent thereof, and availability of other broadcast service to such areas and populations; and further hearing in this proceeding was continued from Dec. 16 to Jan. 15 at Washington, D. C.

Western Empire Broadcasters, San Bernardino, Calif.—Granted petition insofar as it requests leave to amend its application so as to add to application certain exhibits containing an option to purchase the physical facilities of station KFXM San Bernardino; insofar as petition requests removal of application from hearing docket, it is denied.

Macomb Bcstg. Co., Macomb, Ill.—Granted petition for leave to amend its application so as to specify 1510 kc instead of 1520 kc; add amended engineering report, etc. Said amendment was accepted and application removed from hearing docket.

Cornbelt Bcstg. Co., Clinton, Ill.—Commission on its own motion removed from hearing docket application for CP.

(Continued on page 58)

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
Memphis
Represented by RAMBEAU

Original Recording For

BILLIONTH RECORD

. . . on **audiodiscs**

Recently in Camden, N.J., where the Victor Talking Machine Company was founded some 48 years ago, the billionth R.C.A. Victor Record was produced, thus marking a milestone in the history of the company, as well as the record industry.

For this history-making record, the Victor Division of the Radio Corporation of America chose two of John Philip Sousa's stirring marches, "Semper Fidelis" and "The Stars and Stripes Forever," played by the Boston Symphony Orchestra under the direction of Serge Koussevitsky. And for the discs, on which the original sound recording was made, they chose Audiodiscs.

For the original sound recording in the phonograph record and electrical transcription industries—for master discs used in processing—for sound recording and reproduction in radio broadcasting and motion picture studios—Audiodiscs hold a place of eminent leadership.

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs manufactured in the U. S. A. under exclusive license from PYRAL, Paris.

they speak for themselves **audiodiscs**

BIG-NAME BANDS

SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

★ ★ ★ *Every Capitol Star Is*

AN ALL-STAR LINEUP
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FCC Actions

(Continued from page 54)

Decisions Cont.:

Texoma Bcstg. Co., Wichita Falls, Tex.—Ordered hearing on application advanced from Jan. 15 to Jan. 6, at Washington, provided, however, any other mutually exclusive application filed at least 20 days prior to Jan. 15 shall be entitled to be consolidated with this application, notwithstanding the provisions of Sec. 1.725(b) of rules.

Crescent Bcstg. Corp., Shenandoah, Pa.—Ordered that further hearing in this consolidated proceeding be continued from Dec. 18 to Jan. 22.

KWLC Decorah, Iowa—Ordered that hearing in re application KWLC and application of Telegraph Herald be continued from Dec. 19, without date, until further order of the Commission.

Oneonta Star, Oneonta, N. Y.—Granted petition insofar as it requests modification of the issues in re application so as to strike the issues relative to the legal and financial qualifications of applicant; type of program service, etc. Insofar as petition requests an early hearing date, it is dismissed as moot.

BY COMMISSIONER DURR

El Paso Bcstg. Co., El Paso, Tex.—Commission, on its own motion, ordered that further hearing on the application of El Paso Bcstg. Co. be continued from Dec. 11 without date until further order of Commission.

Dec. 16 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

WKJB Mayaguez, P. R.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—940 kc

Puerto Rico Communications Authority, Municipality of Rio Piedras, P. R.—CP for new standard station on 940 kc, power of 10 kw, directional antenna day and night use and unlimited hours of operation—AMENDED: re stockholders.

AM—790 kc

Antilles Bcstg. System Inc., Rio Piedras, P. R.—CP for new standard station on 790 kc, power 5 kw and unlimited hours of operation—AMENDED: re change in transmitter location.

AM—1190 kc

WLIB Brooklyn, N. Y.—CP to increase power from 1 kw to 10 kw, change hours of operation from limited time to unlimited time, install new transmitter and directional antenna for day and night use, and change transmitter location—AMENDED: to change power from 10 kw day and night to 5 kw night and 10 kw day and changes in directional antenna pattern.

AM—840 kc

Palladium-Times, Scriba, N. Y.—CP for new standard station on 840 kc, power 1 kw and daytime only hours of operation.

AM—1340 kc

WINX Washington, D. C.—Authority to determine operating power by direct measurement of antenna power.

AM—660 kc

Heart of Ohio Inc., Columbus, Ohio—CP for new standard station on 660 kc, power of 1 kw and daytime only hours of operation—AMENDED: re stockholders.

Model City Bcstg. Co., Anniston, Ala.—CP for new standard station on 1390 kc, power of 1 kw, directional antenna and unlimited hours of operation—AMENDED: re directional antenna pattern.

AM—600 kc

WPDQ Jacksonville, Fla.—Modification of CP as modified, which authorized change in frequency, installation of new directional antenna for night use and new ground system, for extension of completion date.

FM—99.7 mc

The Atlanta Journal Co., Atlanta, Ga.—CP for new metropolitan FM station on Channel 260, 99.9 mc—AMENDED: to change frequency from Channel 260, 99.9 mc, to Channel 259, 99.7 mc, ERP from 20 to 50 kw and make changes in antenna system.

AM—1480 kc

KTBS Shreveport, La.—Voluntary assignment of license to Allen D. Morris, Prentiss E. Furlow and George D. Wray Sr., a partnership d/b as Radio Station KTBS.

AM—1490 kc

WALD Waterloo, S. C.—Modification of CP which authorized new standard station, for approval of antenna and for approval of transmitter and studio locations.

AM—1350 kc

KCOR San Antonio, Tex.—CP to increase power from 1 kw day to 5 kw day and night, change hours of operation from daytime to unlimited, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1230 kc

KSPT Sulphur Springs, Tex.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1510 kc

The Macomb Bcstg. Co., Macomb, Ill.—CP for new standard station on 1520 kc, power of 250 w and daytime hours of operation—AMENDED: to change frequency from 1520 to 1510 kc.

AM—1230 kc

WBOW Terre Haute, Ind.—License to cover CP which authorized installation of new transmitter.

AM—1390 kc

KLPM Minot, N. D.—License to cover CP which authorized change in power and installation of new transmitter and authority to determine operating power by direct measurement of antenna power.

AM—950 kc

Tri-State Bcstg. Co., Sioux Falls, S. D.—CP for a new standard station to be operated on 950 kc, power of 5 kw directional antenna day and night and unlimited hours of operation.

AM—1010 kc

Bartell Bcstg. Co., Madison, Wis.—CP for new standard station on 1010 kc, power of 1 kw and daytime only hours of operation.

AM—620 kc

Hanford Publishing Co., Hanford, Calif.—CP for new standard station to be operated on 620 kc, power 1 kw, directional antenna for night use and unlimited hours of operation—AMENDED: re changes in directional antenna for night use design.

FM—96.1 mc

KMPC-FM Los Angeles, Calif.—CP for new metropolitan FM station on frequency Channel 241, 96.1 mc, or as assigned—AMENDED: to change antenna system.

AM—1490 kc

Petaluma Broadcasters, Petaluma, Calif.—CP for new standard station on 1490 kc, power of 250 w and unlimited hours of operation—AMENDED: to change transmitter and studio location.

AM—1410 kc

KWYO Sheridan, Wyo.—License to cover CP which authorized change in frequency, increase power, install new transmitter and make changes in vertical antenna and authority to determine operating power by direct measurement of antenna power.

Application Dismissed:

AM—870 kc

Donnelly C. Reeves, Hanford, Calif.—CP for new standard station on 870 kc, power of 250 w and daytime only hours of operation—DISMISSED: request of applicant.

Applications for Renewal:

Applications for renewal of standard broadcast license filed by KPDN Pampa, Tex.; KWLM Willmar, Minn.; WAIR Winston-Salem, N. C.; WEIM Fitchburg, Mass.; WKRZ Oil City, Pa.; WLBJ Nr. Bowling Green, Ky.; WMSA So. of Massena, N. Y.; WNBH New Beford, Mass.; WRAW Reading, Pa.; WSOY Decatur, Ill.

Applications Tendered for Filing:

AM—570 kc

KUTA Salt Lake City, Utah—Consent toa ssignment of license to Frank C. Carman, David G. Smith, Frank C. Carman, administrator for estate of Jack L. Powers, deceased, and Grant R. Wrathall, d/b as Utah Bcstg. and Television Co.

AM—1490 kc

Santa Cruz Bcstg. Co., Santa Cruz, Calif.—CP for new standard station on 1490 kc, power of 250 w and unlimited hours of operation.

FM—Unassigned

Pacific Bcstg. Co., San Francisco, Calif.—CP for new FM (metropolitan) station on frequency to be determined by FCC.—AMENDED: to change studio location; stockholders and make changes in antenna system; and specify transmitter location; ERP as 9.72 kw.

AM—940 kc

KTKC Fresno, Calif.—CP to change transmitter and studio locations.—AMENDED: to omit request for change in studio location and to request increase in power from 5 to 50 kw, change type transmitter, changes in directional antenna for day and night use and change transmitter location.

AM—1280 kc

KORE Eugene, Ore.—CP to change frequency from 1450 to 1280 kc, increase power from 250 w day and night to 1 kw day, change hours of operation from unlimited time to daytime only and install new transmitter.

AM—1450 kc

Harrell Bcstg. Co., Gainesville, Fla.—CP for a new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.

KOWL Santa Monica, Calif.

FCC announced correction Dec. 16 on report of mod. CP for station KOWL located at Santa Monica, Calif., instead of Los Angeles as previously announced.

Dec. 17 Decisions . . .

BY THE SECRETARY

WGAC Augusta, Ga.—Granted modification of license to move studio to 666 Broad St., Augusta.

KGBS Harlingen, Tex.—Granted modification of CP for extension of commencement and completion dates to 12-1-46 and 2-1-47 respectively.

WHAR Clarksburg, W. Va.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter location and to change studio location.

KGRH Fayetteville, Ark.—Granted modification of CP which authorized new station, to make changes in antenna and change type of transmitter.

KMVI Wailuku, T. H.—Granted modification of CP which authorized new station, for extension of completion date to 6-15-47.

WBUY Lexington, N. C.—Granted license to cover CP which authorized new station on 1190 kc, 250 w, daytime; conditions.

KTFI Twin Falls, Idaho—Granted modification of CP for extension of completion date to 4-3-47; condition.

WMCK McKeesport, Pa.—Granted modification of CP to change type of transmitter.

KFGQ Boone, Iowa—Granted CP to make changes in transmitting equipment.

W3XE Springfield Twp., Pa.—Granted modification of license to change frequency from channel 3, 66-72 mc, to channel 3, 60-66 mcs.

WCBS-FM New York—Granted CP for existing FM station to make changes in transmitter and antenna system.

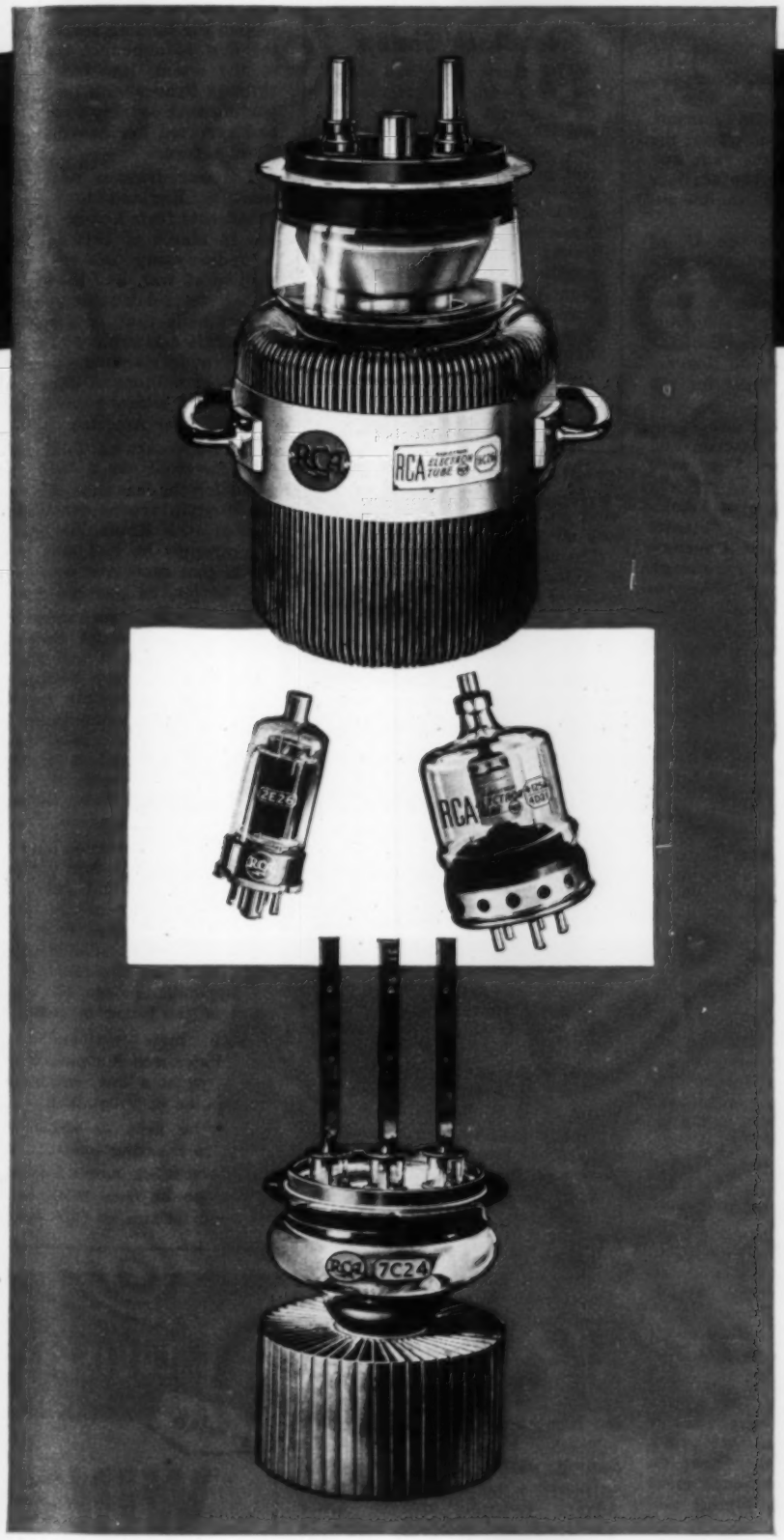
WBBM-FM Chicago, Ill.—Granted CP for existing FM station to change type of transmitter and make changes in antenna system.

WQXQ New York—Granted CP for existing FM station to specify frequency as channel 249, 97.7 mc, install new transmitter, and make changes in antenna system.

WALT Tampa, Fla.—Granted modification of CP which authorized new

(Continued on page 63)

"Don't shoot now—it's time for the Lone Ranger on WFDF Flint."



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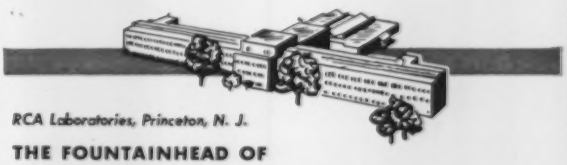

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Respects

(*Continued from page 48*)

of the adventure for $100, the "fleeting notoriety" got him a job on the Minneapolis *Journal*. When he was 20 he took off for the High Sierras, riding the rails and hitchhiking. He spent the summer gold mining, with few tangible results.

In 1932 he entered the U. of Minnesota. He was graduated with a B.A. in political economy—and with Lois Finger, whom he married in 1935. While at the university he served as correspondent for the Minneapolis *Star* and *Journal* and was student columnist for 130 college papers.

His return to the *Journal* brought his first contact with fascism and communism in the flesh. They were the days of the fascist "Silver Shirts," of the violence of labor's growing pains, of the "lunatic fringe" seeping into the American scene. Reporter and analyst enough even in those times to recognize that these eruptions were but symptoms of a more dread disease, he embarked for Europe to find the heart of the trouble.

After study in London and a brief time in Germany, he went to France for further study, meanwhile becoming a reporter and later city editor of the Paris edition of the New York *Herald Tribune*, and night editor for the UP in Paris.

In August 1939, Ed Murrow, then head of Columbia's European staff, called him from London and offered him a job with CBS. One month later the war had begun.

For a year he reported over the CBS microphones and on the UP cables the disintegration of France. As the fascists marched in, his was the last voice heard from that country, broadcasting the news of the capitulation. His commentaries on those bitter days are remembered by listeners and cohorts alike as radio classics.

Then with Ed Murrow in London for many nerve-racking months he broadcast the story of the bombing of England.

He returned to join the CBS Washington news staff in late '41, and was appointed chief of the bureau in July 1942. During this time he went to Rio to report the meeting of foreign ministers from the Western Hemisphere.

Back in Washington, the desire to become a really integral part of the conflict nagged at his mind. Army officials told him: "Keep on what you're doing. It's much more useful to us than anything you could do in uniform."

Mr. Sevareid's plans were to return to Europe again in that summer of 1943, but a call from "a close friend of the President's," a man he had never met, persuaded him to go to China instead and report to the American people what he found.

Flying by way of Africa, he arrived in India, took a brief, but, typical of Eric Sevareid, a comprehensive view of that country, then went on to Assam from where he took off for China.

The next day, instead of arriving in China, he found himself in the midst of the jungle, a tribe of half-clad natives surrounding him. The plane had developed engine trouble flying the "Hump" and the passengers had parachuted out just before the crash. With other survivors, he spent a month in the Burma jungle, finally returning to India after an agonizing 10-day march through the head-hunting, Jap-ridden country.

He found Chiang Kai-shek's China a degenerate hulk of a nation, socially, politically, economically bankrupt. But when he tried to report honestly on what he had seen, Army censorship clamped down.

"Now I discovered," he wrote of the incident, "a reporter must not only travel, study, and risk his life to find the truth; he must also be a politician and a wire-puller before he is allowed to tell the truth."

Though his own report had been killed, despite heated arguments with the censors, the whole ugly story broke later with the recall of General Stilwell.

After a short time in the U. S. he set sail on a liberty ship for Algiers. Mutiny broke out on the ship while awaiting sailing orders. The trouble was settled in time for the ship to take its place in the "coffin corner" of the convoy, and sail with the rest.

He went from Algiers to the Italian front, reporting that heart- and back-breaking campaign from the front lines.

Though Mr. Sevareid still protests it was merely "dumb luck," he scored a beat on the highly important junction of the Anzio beachhead and southern forces in Italy.

While in that sector of Europe, he took a few days out to see Tito's Yugoslav Partisans, and lived with them for a time.

As the troops moved up the Boot, he traveled with them to Rome, broadcasting from makeshift portable equipment along the way.

When the Allies invaded Southern France, Mr. Sevareid accompanied the landing forces, and was the first to announce the landings to the world. He then swept up through France with the Army, reporting that country's rebirth as he had reported her humiliation four years before.

The war drawing to a close, he went to England to resume his broadcasts from London. On a Sunday in March of 1945 he delivered a radio essay on the personal quality of war, and the futility of trying to communicate the individual hells that men suffered in war. This masterpiece of reporting—and understanding—touched the hearts of millions of American listeners, and letters poured into CBS from all over America.

Before returning to the States, Mr. Sevareid went back to the front for the last time. He watched the British troops cross the last barrier, the Rhine. Satisfied that the struggle he had seen developing at that same spot was now ending, he booked passage for home.

Mr. Sevareid has emerged from his war experiences deeply conscious of his responsibility as a news reporter and bureau chief. But the man is too big, too sincere ever to become pompous or to lose his native wit. He is a respected administrator, and if he spots a fault in the newsroom, it is cleared up with a direct memo rather than by circuitous discussion.

"Social by conviction, individualist by nature," he does not take an active part in club life, though he is a member of the National Press Club, Overseas Writers Club, Association of Radio News Analysts, and vice president of Radio Correspondents Assn. He was president of the latter in 1943.

With their six-year-old twin sons, Peter and Michael, the Sevareids live in a low, rambling redwood home in Virginia.

And he gets as much enjoyment from eating peanuts, watching a wrestling match in Turner's Arena, as he does from lecturing on world affairs in Carnegie Hall.

No Black Sheep

WJPF Herrin, Ill., has a little lamb and, as evidence of its superior qualities, two red ribbons hang on the office walls representing second premium honors won at both the International Livestock Exposition and the American Royal Livestock Show. This prize-winning ram is only one of the nineteen pure-bred Cheviots pastured on WJPF's transmitter site just north of Herrin city limits. The flock is registered under the name "Voice of Egypt," identifying slogan of the station.

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FCC Actions

(Continued from page 58)

Decisions Cont.:

station, to change type of transmitter and to change studio location to 401 W. Tyler St.

KFAB Omaha, Neb.—Granted modification of CP for extension of completion date to 6-8-47.

WWCO Waterbury, Conn.—Granted license to cover CP which authorized new station to operate on 1240 kc, 250 w, unlimited time; conditions.

WMTW Portland, Me.—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited time; conditions.

WKNB New Britain, Conn.—Granted license to cover CP which authorized new station on 840 kc, 1 kw, daytime, and for approval of studio location at 213 Main St.; conditions.

KRIO McAllen, Tex.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location to 16½ S. Main St.; conditions.

WJAG Norfolk, Neb.—Granted CP to install new transmitter, vertical antenna, and ground system, and change transmitter location.

WPAM Pottsville, Pa.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter and studio locations.

WDEF Chattanooga, Tenn.—Granted modification of CP for extension of completion date to 1-10-47.

WMUS Muskegon, Mich.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter and studio locations.

WMOC Norwich, Conn.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited time; conditions.

WSAZ Huntington, W. Va.—Granted license to cover CP which authorized increase in day power to 5 kw-LS and installation of new transmitter.

WKRG Mobile, Ala.—Granted license to cover CP which authorized new station on 710 kc, 1 kw, daytime only; conditions.

WHNF New York,—Granted CP for existing FM station to specify frequency 99.3 mc, change type of transmitter, and install new antenna system.

BY COMMISSION EN BANC

Lee Radio, Mason City, Iowa—Authorized conditional grant for Class B FM station, subject to further review and approval of engineering details.

Perkins Bros. Co., Sioux City, Iowa—Same.

Twin City Bcstg. Co., Lewiston, Me.—Same.

The Tri-State Bcstg. Co., Cumberland, Md.—Same.

Merrimac Bcstg. Co., Lowell, Mass.—Same.

Elmira Star-Gazette, Elmira, N. Y.—Same.

Butler Bcstg. Co., Butler, Pa.—Same except a Class A station.

Central Bcstg. Co., Johnstown, Pa.—Same except Class B station.

WHPC Harrisburg, Pa.—Granted consent to involuntary transfer of control of The Patriot Company, permittee of FM station WHPC, from Vance C. McCormick, deceased, to Gertrude Howard McCormick, Conway H. Olmstead and Dauphin Deposit Trust Company, executors of the estate of Vance C. McCormick, deceased.

Eagle Publishing Co., Pittsfield, Mass.—Granted assignment of conditional CP for an FM station from Eagle Publishing Co. to Western Mass. Bcstg. Co.

Radio Sales Corp., Seattle, Wash.—Granted CP for new television station; 76-82 mc (Channel No. 5); visual power: 18.95 kw; aural 9.79 kw; antenna: 408 feet.

WASH Washington, D. C.—Granted authority to operate station WASH commercially on an interim basis, by using the equipment of station W3XL, for a period of 90 days, using present frequency 98.9 mc and transmitter input power of 750 w.

The following were authorized FM construction permits; conditions. (Note: power given is effective radiated power; antenna height given is height above average terrain):

Amphett Printing Co., San Mateo, Calif.—Class A; Channel: 105.1 mc (No. 286); 820 w; 270 feet.

Capital City Bcstg. Corp., Tallahassee, Fla.—Class A; Channel: 104.3 mc (No. 282); 710 w; 150 feet.

Tri-City Bcstg. Co., Davenport, Iowa—Class B; Channel: 101.1 mc (No. 266); 47 kw; 355 feet.

Dubuque Bcstg. Co., Dubuque, Iowa—Class B; Channel: 99.1 mc (No. 256); 10 kw; 350 feet.

Sunflower Bcstg. System, Kansas City, Kans.—Class B; Channel: 99.1 mc (No. 256); 34 kw; 370 feet.

The World Co., Lawrence, Kans.—Class B; Channel: 103.7 mc (No. 279); 2.5 kw; 315 feet.

The Topeka State Journal, Topeka, Kans.—Class B; Channel: 102.9 mc (No. 275); 33 kw; 285 feet.

The Peninsula Bcstg. Co., Salisbury, Md.—Class B; Channel: 96.9 mc (No. 245); 7 kw; 360 feet.

Cape Fear Co., Fayetteville, N. C.—Class B; Channel: 100.5 mc (No. 263); 12 kw; 465 feet.

North Carolina Bcstg. Co., Greensboro, N. C.—Class B; Channel: 98.5 mc (No. 253); 20 kw; 455 feet.

City of Dallas, Tex., Dallas, Tex.—Class B; Channel: 93.9 mc (No. 230); 59 kw; 510 feet.

Southland Industries, San Antonio, Tex.—Class B; Channel: 102.3 mc (No. 272); 156 kw; 395 feet.

Times-World Corp., Roanoke, Va.—Class B; Channel: 82.9 mc (No. 225); 11.8 kw; 1550 feet.

WTAX Inc., Springfield, Ill.—Class B; Channel: 101.3 mc (No. 267); 6.7 kw; 315 feet.*

KTRH Co., Houston, Tex.—Class B; Channel 99.3 mc (No. 257); 350 kw; 520 feet.*

Texas Co., Tyler, Tex.—Class B; 103.9 mc (No. 280); 4.3 kw; 470 feet.*

Dec. 17 Applications . . .

ACCEPTED FOR FILING

Portable Remote

Appalachian Bcstg. Corp., portable, Area of Bristol, Va.—CP for new remote pickup broadcast station on frequencies 31.22, 35.62, 37.02, and 39.26 mc, power of ½ w and emission A3. Also CP for new remote pickup broadcast station on frequency 31.22, 35.62, 37.02 and 39.26 mc, power ½ w and emission A3.

Modification of License

WBPC Area of Atlanta, Ga.—Modification of license to change corporate name to Board of Regents of the University System of Georgia for and on behalf of Georgia School of Technology.

License for CP

W4XCT Chattanooga, Tenn.—License to cover CP which authorized change in transmitter site and changes in antenna system.

AM—1240 kc

WKDA Nashville, Tenn.—Modification of CP which authorized new standard station to change type of transmitter and make changes in vertical antenna.

FM—Unassigned

Pryor Dillard, Raymondville, Tex.—CP for new FM (Class A) station on frequency to be assigned by FCC, ERP: 362 w.

Modification of License

KFBL Area of Cheyenne, Wyo.—Modification of license to change frequencies from 1646, 2090, 2190 and 2830 kc to 1606, 2074, 2102 and 2758 kc, and to change power from 15 w to 20 w.

License Renewals

Applications for renewal of relay broadcast license filed by: WADP Franklin, Tenn.; WADQ Area of Nashville, Tenn.; WATA Ashland, Ky.; WBPA Area of Nashville, Tenn.; WEHZ Area of Reading, Pa.; WLOY Area of New Orleans, La.; WLSL Area of New Orleans, La.; WWNU Area of New Orleans, La.

WCBI Columbus, Miss.—Application for renewal of license.

(*)—In lieu of previous conditions.

Applications Tendered for Filing:

Assignment of CP

WKID Providence, R. I.—Consent to assignment of CP to Inter-City Bcstg. Co.

AM—1340 kc

W. W. Roark, Breckenridge, Tex.—CP for new standard station on 1340 kc, 250 w and unlimited hours of operation.

AM—1230 kc

W. W. Roark, Kerrville, Tex.—CP for new standard station on 1230 kc, 250 w and unlimited hours of operation.

AM—1230 kc

W. W. Roark, Coleman, Tex.—CP for new standard station on 1230 kc, 250 w and unlimited hours of operation.

AM—1230 kc

Quincy Bcstg. Corp., Quincy, Fla.—CP for new standard station on 1230 kc, 250 w and unlimited hours of operation.

AM—1240 kc

Edisto Bcstg. Co., Barnwell, S. C.—CP

(Continued on page 64)

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IN BEHALF OF THE CLERGY

In the inevitable shifting of programs that accompanies the expiration of Daylight Saving, KFI's public interest feature—"GRANDPA OWENS READS THE FUNNIES"—moved into the 9:00 to 9:30 a.m. time period on Sundays. After the first couple of broadcasts of the program at the aforementioned hour, a letter came to KFI from a local minister stating that Sunday School attendance had dropped considerably in his church because the children would not leave "GRANDPA OWENS" in time to make it. Immediately upon receipt of the letter, the Station's Manager—W. B. Ryan—ordered the time changed on "GRANDPA OWENS" to 8:30 a.m. Result was an overwhelming response from the clergy throughout the Area, thanking KFI for rectifying the 'Sunday morning incident' so promptly.

LEAVE IT TO JOHN Q. PUBLIC

You'll recall that we told you about KFI's inside car card with the take-one pocket containing the Station's complete log. This promotion has been running since October with no hitches—almost. The only complaint came from the agency that handles all transit line advertising in metropolitan Los Angeles. Seems their switchboard is kept unduly busy telling the inquiring public that just because there is a radio log hand-out in buses and streetcars is no sign that the agency or the Transit Lines are in a position to hand out radio tickets to passengers.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

FCC Actions

(Continued from page 63)

Applications Cont.:

for new standard station on 1240 kc, 250 w and unlimited hours of operation.

AM—1340 kc

WJOI Florence, Ala.—CP change frequency from 1340 kc to 1280 kc, power from 250 w to 1 kw night and 5 kw day, install directional antenna night, new transmitter and change transmitter location.

AM—1480 kc

Mobile Daily Newspapers, Mobile, Ala.—CP for new standard station on 1480 kc, 5 kw, unlimited hours of operation and directional antenna night.

AM—950 kc

KWAT Watertown, S. D.—CP change frequency from 1240 to 950 kc, power from 250 w to 1 kw, install new transmitter and directional antenna night use and change transmitter location.

Application to Purchase

KSTP St. Paul, Minn.—Application to purchase control of KSTP Inc., filed by N. S. Bangs, William F. Johns Jr., William F. Johns Sr., Penrose H. Johns, Truman P. Gardner, C. C. Cook, Roland J. Farley, Ray C. Jenkins, S. McMillan Shepard Jr., George W. Benz, Charles J. Winton Jr., David J. Winton, I. A. O'Shaughnessy, Sarah Maud W. Rosenberry, Walter S. Rosenberry Jr., Adolf Bremen Jr., Warren E. Burger, Ryland J. Rothschild, George C. Crosby, Alfred D. Lindley, Oliver Skellet, Theo. Hamm Brewing Co. by D. H. Ankeny, Thomas E. Irvine, R. E. Albrecht and A. O. Lampland.

AM—1290 kc

San Bernardino Bcstg. Co., San Bernardino, Calif.—Modification of CP for approval of transmitter site, and antenna system, operating on 1 kw, directional antenna and unlimited hours of operation.

AM—1260 kc

KVSM San Mateo, Calif.—CP change frequency from 1050 to 1260 kc, hours of operation from daytime to unlimited, power from 250 w to 1 kw night and 5 kw day and install new transmitter. (Contingent upon grant of KYA).

Transfer Control

KGER Long Beach, Calif.—Consent to transfer of control to Dana Latham, executor of estate of C. Merwin Dobyns, deceased.

AM—1340 kc

Voice of Wyoming, Laramie, Wyo.—CP for new standard station on 1340 kc, 250 w and unlimited hours of operation.

Dec. 18 Decisions . . .

BY COMMISSION EN BANC

WAGM Presque Isle, Me.—Granted renewal of license for period ending Feb. 1, 1948.

WSM Nashville, Tenn.—Granted renewal of license for period ending Nov. 1, 1949.

WMGY Montgomery, Ala.—Same.

WGRF Evansville, Ind.—Commission, on its own motion, extended special temporary authorization for continued operation of WGBF until Feb. 20, 1947.

W9XJD Chicago—Granted renewal of developmental station license for period ending May 1, 1947.

Richard H. Baich, Utica, N. Y.—Granted CP for new station on 900 kc, 250 w, daytime only; engineering conditions.

Royal Gorge Broadcasters, Canon City, Col.—Granted CP for new station on 1400 kc, 250 w, daytime only; engineering conditions.

Calif.-Nev. Bcstg. Co., Vallejo, Calif.—Granted CP for a new station on 1190 kc, 250 w, daytime only; engineering conditions.

Tell City Bcstg. Co., Tell City, Ind.—Granted CP for new station on 1230 kc, 250 w, unlimited time; engineering conditions.

Harriman Bcstg. Co. Inc., Harriman, Tenn.—Granted CP for new station on 1230 kc, 250 w, unlimited time; engineering conditions.

Herbert L. Wilson, Rutland, Vt.—Granted CP for a new station on 1000 kc, 1 kw, daytime only; engineering conditions.

Eurith Dickinson Rivers Jr., Decatur, Ga.—Granted CP for new station on 1010 kc, 1 kw, daytime only; engineering conditions.

Valley Bcstg. Co., Stockton, Calif.—Granted CP for new station on 1280 kc, 1 kw, DA-N, unlimited time.

KVNU Logan, Utah—Granted consent to voluntary transfer of control of Cache Valley Bcstg. Co., licensee of station KVNU, from H. F. Laub, et al, to Herschel Bullen, et al (redistribution of stock).

Eugene E. Stone, Florence, S. C.—Granted CP for new station on 970 kc, 5 kw, daytime only; engineering conditions.

WAPX Montgomery, Ala.—Granted modification of CP for approval of antenna system and transmitter location.

KJR Seattle, Wash.—Adopted decision and order denying petition for reconsideration directed against Commission's action of Aug. 22, 1946, granting application of Queen City Bcstg. Co. for CP for new station at Boise, Idaho, on 950 kc, 1 kw, unlimited time, DA.

Voice of Dixie, Birmingham, Ala.—Granted petition requesting reinstatement of application for new station on 690 kc, 10 kw, DA-N, unlimited time, and requesting acceptance of amendment to application, specifying daytime operation only. Application was ordered reinstated and amendment accepted. (This application was dismissed Nov. 7, 1946, because of violation of NARBA).

KVOO Tulsa, Okla.—Granted CP requesting in effect, reinstatement of recently expired CP which authorized installation of new directional antenna for night use.

KGFJ Los Angeles, Calif.—Denied application for special service authorization to operate with increased power of 250 w on 1230 kc, unlimited time, for period of 90 days.

WJBC Bloomington, Ill.—Granted consent to voluntary assignment of license of WJBC from Arthur Malcolm McGregor and Hugh L. Gately, a partnership d/b as Radio Station WJBC, to Bloomington Bcstg. Corp., for $120,000. (Also includes conditional grant of CP for FM station). (Comr. Durr voting for hearing).

WHRV Ann Arbor, Mich.—Granted consent to voluntary assignment of CP for new station from James F. Hopkins Inc. to Huron Valley Broadcasters. No monetary consideration involved.

WOOD Grand Rapids, Mich.—Granted consent to voluntary assignment of license of WOOD from King-Trendle Bcstg. Corp. to Liberty Bcstg. for $850,000. (Comr. Durr voting for hearing).

WINK Fort Myers, Fla.—Granted consent to voluntary transfer of control of Fort Myers Bcstg. Co., licensee of WINK, from Ronald B. Woodyard and Mary W. Martin to United Garage and Service Corp. for $100,000, plus any difference, not to exceed $12,000, existing between cash and current liabilities as at date of transfer, representing 150 shares (all) of outstanding stock.

WPAG Ann Arbor, Mich.—Granted CP for increase in power from 250 w to 1 kw and install new transmitter; engineering conditions.

Golden West Bcstg. Co., Childress, Tex.—Granted CP for new station on 1510 kc, 250 w, daytime only; engineering conditions.

KPDQ Portland, Ore.—Granted modification of CP which authorized new station, to specify transmitter site and antenna system, and to increase power from 250 w to 1 kw, daytime only, operating on 800 kc; engineering conditions.

Snowy Range Bcstg. Co., Laramie, Wyo.—Granted CP for new station on 1340 kc, 250 w, unlimited time; engineering conditions.

The Voice of Reno, Reno, Nev.—Granted CP for new station on 1230 kc, 250 w, unlimited time.

The Eastern Shore Bcstg. Co., Preston, Md.—Granted CP for new station on 1370 kc, 1 kw, daytime only; engineering conditions.

North Montana Bcstg. Co., Havre, Mont.—Granted CP for new station on 730 kc, 1 kw, daytime only.

Pocono Bcstg. Co., Stroudsburg, Pa.—Granted CP for new station on 840 kc, 250 w, daytime only; engineering conditions.

Josh L. Horne, Rocky Mount, N. C.—Granted CP for new station on 810 kc, 1 kw, daytime only; engineering conditions.

WLOF Orlando, Fla.—Granted CP to change frequency of WLOF from 1230 to 950 kc; increase power from 250 w to 5 kw, unlimited time, install directional arrays for both day and night operation, install new transmitter, and change transmitter location; engineering conditions. (Comr. Durr voting for hearing).

WJR Detroit, Mich.—Adopted decision and order denying petition for reconsideration, directed against the Commission's action of Aug. 22, 1946, granting without hearing application of Tarboro Bcstg. Co. for new station at Tarboro, N. C., on 760 kc, 1 kw, daytime only.

WDUE Philadelphia, Miss.—Authorized deletion of all records relative to CP granted on April 10, 1946, for new station on 1490 kc, 250 w, unlimited time, and cancelled said authorization. Applicant has failed to comply with contingency of the grant.

Yule Anniversary

ON CHRISTMAS Day the Saturday afternoon Metropolitan opera broadcasts will be 15 years old. The first Met broadcast was on NBC, with Deems Taylor and Milton Cross handling commentaries on "Hansel and Gretel." Through the years sponsors have been American Tobacco Co., the Lambert Co. and the present sponsor, the Texas Co. Canadian sponsor is McColl Frontenac. The opera programs were switched from NBC's Red to Blue network in 1939. They are now a feature of ABC.

WPGE Thomaston, Ga.—Authorized deletion of all records relative to CP granted Oct. 3, 1946, for new station on 1020 kc, 250 w, daytime only, and cancelled said authorization. Applicant's request withdrawal of CP because of "dissolution of the partnership and lack of finances because of length of time already involved with no income."

Kinston Bcstg. Co., Kinston, N. C.—Granted CP for new station on 1000 kc, 1 kw, daytime only; engineering conditions.

Shasta Cascade Bcstg. Corp., Mt. Shasta, Calif.—Granted CP for new station on 1340 kc, 250 w, unlimited time; engineering conditions.

The Binghamton Broadcasters, Binghamton, N. Y.—Granted CP for a new station on 750 kc, 1 kw, daytime only; engineering conditions.

Illinois Alton Bcstg. Co., Alton, Ill.—Granted CP for new station on 1570 kc, 1 kw, daytime only; engineering conditions.

WCPZ Bcstg. Co., Beaumont, Tex.—Granted CP for new station on 1380 kc, 1 kw, daytime only; engineering conditions.

Maricopa Broadcasters, Phoenix, Ariz.—Granted CP for new station on 960 kc, 5 kw, unlimited time, using DA at night; engineering conditions.

WEDO McKeesport, Pa.—Denied application for special service authorization to operate from 1 to 4 a.m. daily with 1 kw to Jan. 1, 1947.

Yankee Network, Hartford, Conn.—Granted consent to amend application granted Oct. 10, 1946, for assignment of license of WONS from State Bcstg. Corp. to Yankee Network, so as to include conditional FM permit subsequently authorized to licensee of WONS.

Northwestern Theological Seminary & Bible Training School, Minneapolis—Designated for hearing applications for CPs for new AM station and for FM station, to be heard in consolidated proceeding.

Ashbacker Radio Corp., Manistee, Mich., and Manistee Radio Corp., Manistee, Mich.—Designated for hearing in consolidated proceeding applications of

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

MERRY CHRISTMAS

From CONNECTICUT'S FIRST BROADCASTER

Ashbacker Radio Corp., both requesting new station on 1340 kc, 250 w, unlimited time. Further ordered that Ashbacker application be heard on additional issue to determine the ovelap, if any, that will exist between the service areas of the proposed station and of WKLA at Ludington, etc.

The KJAN Bcstg. Co., Opelousa, Ia., and KRRV Sherman, Tex.—Designated for hearing application of KJAN Bcstg. Co. for new station to operate on 910 kc, 1 kw, unlimited, DA-night, and application of KRRV to increase power from 1 to 5 kw, operating unlimited time on 910 kc, DA, install new transmitter, change transmitter site and install new DA, in consolidated proceeding with application of Miami Bcstg. Co., and Northeast Okla. Bcstg. Co., for new station at Miami, Okla., and ordered that Commission's orders of Aug. 29, 1946, designating latter two applications be amended to include KJAN Bcstg. Co. and KRRV applications.

Pocahontas Bcstg. Corp., Bluefield, W. Va.—Designated for hearing application of Pocahontas Bcstg. Corp. with application of Bluefield Bcstg. Co., both requesting new station to operate on 1240 kc, 250 w, unlimited time, in consolidated proceeding; and further ordered that Commission's orders of Sept. 5, 1946, designating for hearing in consolidated proceeding the applications of Bluefield Bcstg. Co. and Odes E. Robinson, also applicants for new stations at Bluefield, requesting same facilities, be amended to include application of Pocahontas Bcstg. Corp.

Eugene Broadcasters and KORE Eugene, Ore.—Designated for hearing in consolidated proceeding application of Eugene Broadcasters for new station on 1280 kc, 1 kw, unlimited time, DA, with application of KORE to change frequency, power and operating time from 1450 kc, 250 w unlimited time, to 1280 kc, 1 kw, daytime only.

Erie Bcstg. Co., and Times Publishing Co., Erie, Pa.—Designated for hearing application of Erie Bcstg. Co. for new station on 1400 kc, 250 w, unlimited time, in consolidated proceeding with application of Times Publishing Co. for same facilities.

KGO San Francisco, and Denver Bcstg. Co., Denver, Col.—Designated for hearing in consolidated proceeding, application of KGO for modification of CP for changes in DA and also requesting that station WGY Schenectady be required to install DA so as to afford KGO protection at night, with application of Denver Bcstg. Co. for new station on 810 kc, 25 kw, 50 kw-LS, DA-2, unlimited, and ordered WGY be made a party to the proceeding.

Frank Andrews, Modesto, Calif.—Designated for hearing in consolidated proceeding with applications of Western Bcstg. Assoc., Modesto, Calif., and Contra Costa Bcstg. Co., San Pablo Island, Calif., application of Frank Andrews for new station on 730 kc, 250 w, daytime only; amended orders dated Nov. 7 designating applications of Western Bcstg. Assoc. and Contra Costa Bcstg. Co., to include Andrews application and to include issue of possible objectionable interference with applications of KSFO or any other applications.

Keokuk Bcstg. Co., and Roscoe L. Thompson, Keokuk, Iowa—Designated for hearing in consolidated proceeding application of Keokuk Bcstg. Co. with application of Roscoe L. Thompson, both requesting new station on 1310 kc, 250 w, daytime only, at Keokuk.

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Dec. 18 Applications . . .

FM—Unassigned

Connecticut Radio Foundation, New Haven, Conn.—CP for new metropolitan FM station on frequency to be assigned by FCC—AMENDED: to change antenna system; specify ERP as 20 kw.

AM—870 kc

WCHU Ithaca, N. Y.—Special service authorization to operate from 6 a.m. (EST) to local sunrise with power of 1 kw, during Dec. 1946 and Jan.-Feb. 1947.

AM—830 kc

WNYC New York—CP install auxiliary transmitter with power of 1 kw.

TV—Extension

WTTG Washington, D. C.—Modification CP which authorized new commercial television station, for extension of completion date only.

AM—1340 kc

WCVI Connellsville, Pa.—Modification CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1340 kc

WGH Newport News, Va.—CP make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1490 kc

WIKC Bogalusa, La.—Modification CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter and studio locations and to change name of applicant from I. K. Corkern to I. K. Corkern Jr., tr/as Bogalusa Bcstg. Co.

AM—1240 kc

WGRM Greenwood, Miss.—CP change transmitter location and make changes in vertical antenna.

AM—1400 kc

WMBC Macon, Miss.—Modification CP which authorized new standard station, for extension of completion date.

AM—1490 kc

WJJM Lewisburg, Tenn.—Modification CP which authorized new standard station, to change antenna location, change type transmitter and for extension of completion date—AMENDED: to make changes in antenna and ground system.

AM—1400 kc

KLUF Galveston, Tex.—Modification of license to move studio location.

AM—1490 kc

KVOW Littlefield, Tex.—Modification CP which authorized a new standard station, for approval of antenna, and for approval of transmitter and studio locations.

AM—890 kc

KBYE Oklahoma City—Modification of CP which authorized new standard station, for approval of antenna, to make changes in transmitting equipment and for approval of transmitter and studio locations.

AM—1560 kc

Nonpareil Bcstg. Co., Council Bluffs, Iowa—CP for new standard station on 1560 kc, power of 1 kw for daytime only—AMENDED: to change power from 1 kw daytime to 500 w daytime.

FM—Unassigned

Central States Bcstg. Co., Omaha—CP for new FM station to be operated on 47.7 mc—AMENDED: to change frequency from 47.7 mc to "to be assigned by chief engineer of FCC," change transmitter site, type of transmitter, effective radiated power from 169.6 to 315 kw and make changes in antenna system.

Renewal Applications

Applications for renewal of standard broadcast license filed by KFRE Fresno, Calif.; KGFW Kearney, Neb.; WCTA Andalusia, Ala.; WENT Gloversville, N. Y.

Applications for renewal of commercial television license filed by WABD New York; WRGB Schenectady, N. Y.

Application for renewal of relay broadcast license filed by WRET area of Ft. Lauderdale, Fla.

Application for experimental television relay broadcast license filed by W2XGE Schenectady, N. Y.

Applications Tendered for Filing:

AM—1230 kc

Richard Aubrey Raese, Cumberland, Md.—CP for new standard station on 1230 kc, power of 250 w and unlimited hours.

AM—700 kc

Marvin Handleman and Howard P. Handleman, a partnership d/b as Worcester Bcstg. Co., Worcester, Mass.—CP

(Continued on page 73)

PERMANENT TAXI-RADIO SERVICE IS FORESEEN

HOPE of establishing a permanent instead of experimental radio service for taxicabs within a year has been expressed by FCC, which also reiterated its intention of setting up a permanent highway service with a specific number of channels assigned for truck use.

On grounds that further experimentation is necessary in both fields, however, the Commission denied petitions for five-year experimental license terms for taxicab and truck radio operations.

The taxicab petition, also requesting that four and preferably six channels be assigned instead of the present two (152.27 and 157.53 mc), was filed by the National Assn. of Taxicab Owners and other organizations representing more than 800 companies with over 23,000 taxicabs. To the petition's reference to the "gamble" involved in making heavy investments for equipment under one-year licenses, the Commission cited the "volume of applications," covering $4,000,000 in contemplated expenditures. Equipment production difficulties, FCC said, probably are retarding the experimental program more than the "gamble."

The truck petition was filed by Harry F. Chaddick, chairman of Highway Radio Inc. and the American Trucking Assn.'s Radio and Communications Committee.

Latin America Considers Plans for Commercial TV

BROADCASTING industry leaders in Mexico, Cuba, Puerto Rico, Brazil, Argentina and Chile, enthusiastic over RCA's first demonstration of modern television "south of the border," are considering video broadcast service for Latin America, according to Meade Brunet, managing director of RCA International Division.

As a feature of the First Inter-American Broadcast Congress bullfights at Mexico City's new 60,000-seat bullring were televised, and the program was transmitted by microwave radio relay to Hotel del Prada, six miles away, where 7,500 spectators watched. The Central and South American broadcasting officials were particularly impressed, Mr. Brunet said.

Fashion shows and other subjects also were presented by television during the five-day exhibition, which drew a total television audience of 32,500 persons.

KIDO-FM Readies

NEW FM station KIDO-FM Boise, Idaho, plans to start broadcast service about Jan. 10 on daily six-hour schedule. A dinner for distributors, dealers and repairmen was held to formulate plans for promotion. Keith Mathers, promotion manager of the NBC outlet, has arranged with *Statewide*, an Idaho weekly, for series of six articles with pictures and diagrams to appear in future issues.

PEOPLE SPEND MORE IN THE PACIFIC NORTHWEST'S

These were the per capita retail sales in the Pacific Northwest for 1945, according to SALES MANAGEMENT:

Seattle	$1086
Portland	934
Tacoma	1080
Spokane	963
BOISE	1402
Nat. Aver.	579

Go after your share IN Boise. It's a "one-buy" market. KIDO has a 92% regular radio family circulation and delivers 81% to 95% of the tune-in at any hour!

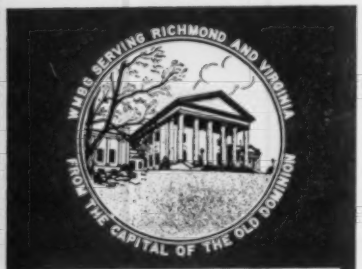
"Reap a Rich Sales Harvest"

KIDO

Basic NBC Outlet

Dominates the Boise Market

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



Holiday Greetings
From
WMBG
Look Forward to
FM STATION WCOD
TELEVISION STATION WTVR
WMBG—RICHMOND, VA.
"THE STATION OF PROGRESS"

In this Major Market
USE **WMBG**
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

AGENCIES

RAYMOND SPECTOR, head of his own New York advertising agency, is resigning effective Jan. 30 to retire from the agency business and to devote his time to his drug business.

AL DURANTE, director of publicity of J. Walter Thompson Co., New York, is the father of a boy, Jeffrey, born Dec. 10.

EDWARD ROBERTS CARROLL, formerly on ABC's production staff, effective Dec. 31 joins Roche, Williams & Cleary, New York, as assistant to the New York radio director.

HERIN MOESINGER, for 13 years with Kieswatter, Wetterau & Baker, as comptroller and media director, joins Sweetser, Byrne & Harrington, New York, effective Jan. 1, as business manager and media director.

SMITH & DRUM, Los Angeles, Jan. 1 changes name to A. Carman Smith Inc. Business address of agency name remains unchanged: 650 S. Grand Ave.

WALTER J. SCHWALB, former associate sales and promotion manager of E. R. Squibb & Sons, New York, has joined Al Paul Lefton Co. as package goods marketing specialist. He was with Squibb & Sons for 20 years and had recently returned after 3½ year leave of absence for service in the Navy.

WALTER WEIR Inc., located at 250 W. 57th St., New York, about Dec. 27 will move into larger quarters at that address.

LESLIE L. DUNIER, former traffic manager and assistant production manager at Reiss Adv., New York, has joined Herbert Chason, Inc., New York, as production manager.

KATHRYN INTEMANN, former media director of Needham & Grohmann, New York, has been appointed executive secretary of the agency. ROGER N. HUTCHINSON, former space buyer at the agency, succeeds Miss Intemann as media director.

K. G. ANDERSON has been appointed vice president and general manager of Walsh Adv., Windsor, succeeding THOS. E. WALSH, retired.

BRUCE LINDEKE, former account executive of Advertising Management Service, Los Angeles, has established his own agency under name of Lindeke Adv., at 601 S. Rampart Blvd.

EDWARD C. ROHRS, former copy chief of Melamed-Hobbs, Chicago, has joined Makelim Assoc., that city, as copy writer.

JOHN COHAN, radio director of Hillman-Shane Adv., Los Angeles, is on a 60-day leave of absence to prepare a proposed summer network show.

CARVEL NELSON, manager of Pacific National Adv., Portland, Ore., will establish his own agency in that city.

ERNEST N. GEORGE Co., Los Angeles, has moved to larger quarters at 1700 W. 8th St. Telephone is Drexel 5355.

RYDER & INGRAM Ltd., Oakland, Calif., has been elected to membership in American Association of Advertising Agencies.

CARL J. EASTMAN, vice president and Pacific Coast manager of N. W. Ayer & Son, has been elected president of San Francisco Chamber of Commerce. Mr. Eastman, who was first vice president during the current year, takes office Jan. 1.

HOWARD KORMAN, vice president of McCann-Erickson, New York, and head of merchandising and promotion at the agency for 15 years, has resigned effective Dec. 31.

LAURA ELLSWORTH CARSON, vice president of Federal Adv., New York, has been elected a member of the board of directors. She has been with the agency since World War I.

HERMAN C. NOLEN, sales efficiency expert and professor of marketing and business organization at Ohio State U., has been named marketing consultant for Hanly, Hicks & Montgomery, New York.

GILBERT GOOLD, former account executive at Wortman, Barton & Goold, New York, and WILLIAM R. TIERNEY, former account executive at Grant Adv., New York, have formed a new agency, Goold & Tierney, at 345 Madison Ave., New York.

PAUL SMALLEN, former head of the creative department of Mihic & Smallen, New York, has opened an advertising agency under his own name at 40 E. 19th St., New York.

JOHN F. MANNING Jr., former manager of WHDH Boston, has joined Chambers & Wiswell, that city. He will devote his time to new business. He is former radio director of Hirshon-Garfield Adv., New York.

WALLACE RIGBY, formerly with Kroger Grocery and Baking Co. and Libby, McNeill & Libby, has been named account executive of Dancer, Fitzgerald & Sample, Chicago.

JENNISON B. PARKER, formerly copy writer of The Mayers Co., Los Angeles has shifted to radio and production staff of Paul Winans Co., local agency.

GEYER, NEWELL & GANGER, with canceling of CBS "Academy Award" program (E. R. Squibb & Sons), has closed Hollywood offices.

BETTY SMITH, formerly in copy division of Olian Adv., St. Louis, has joined radio department of Hillman-Shane Adv., Los Angeles.

ABBOTT REILY, released from Army as major, and prior to war account executive of Young & Rubicam, New York, has joined The Biow Co. in similar capacity and will be headquartered in San Francisco, assigned to Roma Wine Co. account, effective Jan. 2.

JACK SCRUGGS, in media department of Foote, Cone & Belding, Los Angeles, for year, has been appointed radio timebuyer. He succeeds DOROTHY KOBZATERMAN, resigned. W. BARRY McCARTHY, on agency staff for six months, has been made assistant account executive. JOHN DRYER has been assigned assistant on Union Oil Co. account in creative and copy contact.

E. V. DINERMAN, president of Stokes-Palmer-Dinerman, advertising and public relations agency, has announced change in name of agency to Dinerman & Co. effective Dec. 21. Company personnel remains intact with new incorporation.

MRS. H. E. FOSTER, wife of HARRY E. FOSTER, of Harry E. Foster Agencies, Toronto, suffered a fractured skull and internal injuries on Dec. 11 when thrown from her horse as it collided with a truck.

HAL DAVIS, radio publicity head of Kenyon & Eckhardt, New York, is writing a children's record column for PM, New York newspaper.

HARRY PATTERSON, account executive of Lockwood-Shackelford Adv., Hollywood, has resigned.

IRVING ECKHOFF, for 3½ years in charge of OWI Bureau of Information, Los Angeles, resumes active operation of Eckhoff Adv., Hollywood agency at 1534 N. Las Lalmas Ave. He also has acquired Walter Carle Adv., Hollywood, and consolidated that firm with his own. Mr. Carle will operate KPRK, new 250 w. Livingston, Mont. station on 1340 kc, now being constructed by Yellowstone Amusement Co., licensee.

DAVID W. DOLE, former associate radio director, Henri, Hurst & McDonald, Chicago, Jan. 1 joins C. E. Hooper Inc., New York.

GEORGE GLEVIS, for three years W. T. Grant Co. assistant sales promotion director, has joined Gamble-Skogmo Inc. as advertising director.

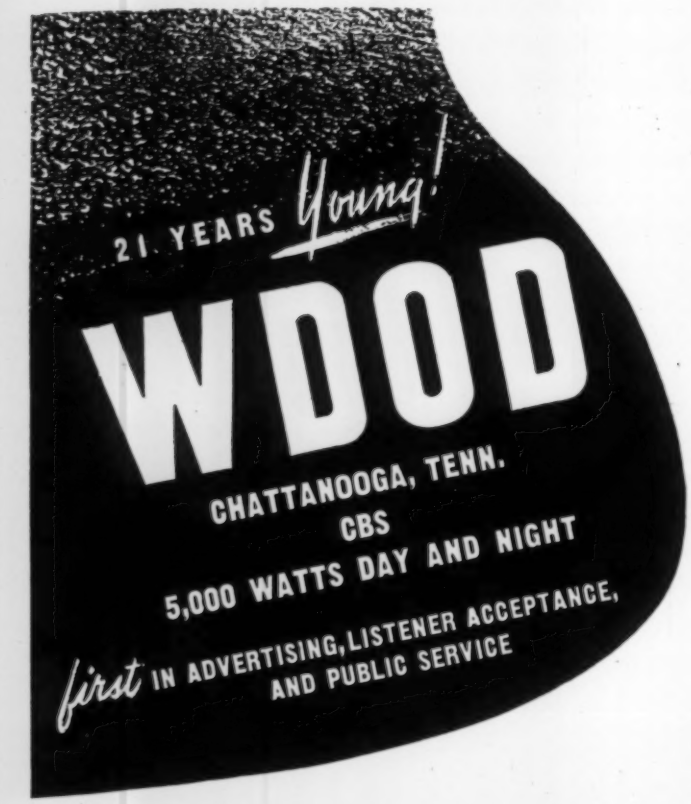
FRED FRANTZ, freelance advertising agent, after four years with U. S. Air Forces, has been named account executive-production manager of Hunter Scott Adv., Fresno, Calif.

BENJAMIN B. BANKS, for four years in Navy, has rejoined Ruthrauff & Ryan, New York, as account executive.

Symphony Signed

MUSICAL DIGEST MAGAZINE, Detroit, Jan. 19 for 52 weeks starts sponsorship of the Detroit Symphony Orchestra on a new series of the *Sunday Evening Hour* on 107 ABC stations, Sun. 8-9 p. m. Henry H. Reichhold, president of the Detroit Symphony, and *Musical Digest Magazine* stated that the new program "will attempt to bring the concert hall directly to radio. There will be no commercial break to interrupt the orchestra. Neither, as has been the case in many previous series of so-called serious musical programs, will the standard classical works be cut and mangled in an attempt to cram them into radio time."

Program will originate in Detroit Music Hall through WXYZ Detroit. Agency is Kenyon & Eckhardt, New York.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

FOLLOW THE LEADER!

The *three largest* buyers of program time in Washington, D. C., nation's 7th-largest city, are ALL on WOL—*two on WOL exclusively!*

A COWLES STATION **WOL**

CBS Announces 13 Program Renewals

12 Sponsors Contract for 52 Weeks and One for 18

CBS last week announced 13 network program renewals, all for 52 weeks, with one exception, the *Garden Gate With Tom Williams* program, sponsored by Ferry-Morse Seed Co., Detroit, Saturdays, 9:15-9:30 a. m., which is renewed for 18 weeks effective Jan. 11.

Procter & Gamble Co., Cincinnati, effective Dec. 30 renews five CBS programs. They are: *Big Sister*, Mon.-Fri., 1-1:15 p. m., *Young Dr. Malone*, Mon.-Fri. 1:30-1:45 p. m., and *Road of Life*, Mon.-Fri. 1:45-2 p. m., through Compton Advertising, New York; *Rosemary*, Mon.-Fri. 11:45-noon, through Benton & Bowles, New York, and *Ma Perkins*, Mon.-Fri., 1:15-1:30 p. m., through Dancer-Fitzgerald-Sample, New York.

General Motors Corp., Detroit, effective Jan. 4 renews *Hollywood Startime*, Sat. 8-8:30 p. m., through Foote, Cone and Belding, New York; Johns Manville Corp., effective Dec. 23 renews *Bill Henry News*, Mon.-Fri. 8:55-9 p. m. through J. Walter Thompson, New York, and effective Jan. 3 Eversharp Inc., renews Ann Southern in *Maisie*, Fri. 10:30-11 p. m. through the Biow Co., New York.

Lever Bros. Co., Cambridge, Mass., effective Dec. 30 renews *The Joan Davis Show*, Mon. 8:30-8:55 p. m., through Young & Rubicam, New York, and Anchor-Hocking Glass Corp., effective Jan. 2 renews *Crime Photographer*, Thurs. 9:30-10 p. m., through William H. Weintraub & Co.

Sterling Drug Inc., effective Dec. 31 renews *Big Town*, Tues., 8-8:30 p. m., through Pedlar & Ryan, New York, and effective Jan. 5 J. B. Williams Co., renews *William L. Shirer*, Sun. 5:45-6 p. m., through J. Walter Thompson Co., New York.

CBS Shuffle

CBS "Arthur Godfrey's Talent Scouts" program effective Dec. 24 will move from the Tues. 10-10:30 p.m. spot to Tues. 9:30-10 p.m. E. R. Squibb & Sons, who formerly occupied the 9:30-10 p.m. Tuesday period is moving its "Hollywood Players" program to Wed. 10-10:30 p.m.

Square the Circle . . .

LISTENER · STATION · ADVERTISER · DEALER

with the SQUARE DEAL STATIONS
. . . for the BEST DEAL all around

WTRY
Albany, Troy
WSYR
Syracuse
WELI
New Haven

News

LOWELL BENNETT, former INS foreign correspondent, has joined ABC as Berlin correspondent effective Jan. 1. He replaces **EDD JOHNSON** who will be heard on various ABC news programs while he is in New York.

LARRY LESUEUR, CBS correspondent and commentator, replaces **MILO BOULTON** as announcer on Gulf Oil Corp. newscast Thurs. 8:15-8:30 p.m. on WCBS-TV New York. Jan. 2 Gulf renews program for 13 weeks through Young & Rubicam, New York.

HAL REEVES has joined the special events department of KVOS Bellingham, Wash. He is veteran Pacific Northwest newspaperman.

ALTON BLAKESLEE, AP correspondent, will represent NBC on the Byrd Antartic expedition, replacing NBC's Max Hill who was forced by illness to leave the expedition at Panama. Mr. Blakeslee, now aboard the Mount Olympus, flagship for the task force will be heard on NBC's two overseas pickup programs, "News of the World" and "World News Roundup" in addition to specially scheduled spot news broadcasts.

VINCE DEMPSEY, former ABC script writer, has transferred to the network's newsroom as staff writer.

MICHEAL BARKWAY, Toronto, BBC representative in Canada, flew to Grenfell Mission in Labrador to make a recording of Christmas with the Eskimos for the BBC Christmas Day round the world broadcast.

DON DENNIS SCHRAEDER, of WMAZ Macon, Ga. news staff, has been named assistant plans and training officer of regimental headquarters of 121st Infantry Regiment of Georgia National Guard. Mr. Dennis holds rank of captain, same held when discharged from Army after serving in Europe as infantry unit commander of First Armored Division and as special service officer.

HANCOCK TO SPONSOR BOSTON'S SYMPHONY

USING RADIO for the first time the John Hancock Mutual Life Insurance Co., Boston, will sponsor the Boston Symphony Orchestra on a selected ABC network Tuesday evenings, beginning Jan. 21, for 14 weeks, Paul F. Clark, president, has advised field representatives [BROADCASTING, Dec. 16].

"This radio program is purely experimental and the reaction of our field force, as well as the public, will largely determine whether the use of radio will be continued," Mr. Clark advised his field agents. Company will curtail advertising expenditures in other media since it has a "limited budget to be used for advertising purposes," the president said.

The program is being undertaken "in the interests of our field organization," Mr. Clark wrote. He urged all field men to "take a keen interest, not only in promoting our broadcasts, but in giving us the serious appraisal of their policyholders, as well as their own."

John Hancock plans to place promotional material in the hands of all field agents. Personal calls and mail will be used to interest policy holders and others in the programs.

The firm's advertising budget for 1946 was $340,000 of which $300,000 was allocated to magazines, $20,000 to newspapers and $20,000 to trade publications. McCann-Erickson, New York, places the account. Watson Gordon is account executive.

Canada Radio Managers Discuss Policy Problems

INTERNAL POLICIES, promotion of broadcasting as an advertising medium, and problems affecting broadcasting stations throughout Canada were discussed at the three-day conference of managers of the All-Canada Mutually Operated Stations at Calgary, Alta., December 5-7. Broadcasting regulations, as well as policy on FM, were discussed in light of forthcoming meetings of Canadian Association of Broadcasters with CBC and government departments. The managers felt that the CAB had taken a step in the right direction with the appointment of Douglas Scott as director of broadcast advertising to promote radio.

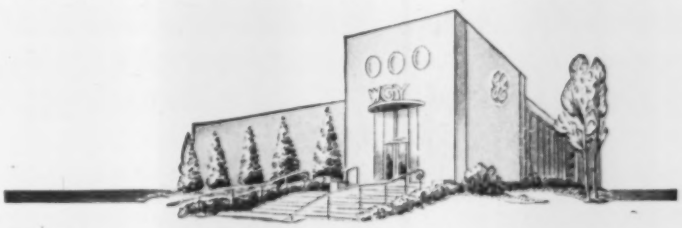
Attending the meeting, held at the Palliser Hotel, were Harold Carson, CFAC and All-Canada Radio Facilities, Calgary; Guy Herbert, All-Canada Radio Facilities, Toronto; Burt Hall, All-Canada Radio Facilities, Montreal; Perce Gaynor, All-Canada Radio Facilities, Winnipeg; W. T. Cranston, CKOC Hamilton, Ont.; Gerry Gaetz, CKRC Winnipeg; Harold Crittenden, CKCK Regina; Wm. Speers, CKRM Regina; Wm. Guild, CJOC Lethbridge; Bert Cairns, CFAC Calgary; A. J. Balfour, Grande Prairie, Alta.; Gordon Henry, CJCA Edmonton; E. Aylen, CJAT Trail, B. C.; M. V. Chesnut, CJVI Victoria, B. C.; F. H. Elphicke and Sam Ross, CKWX Vancouver.

WHY SLIP DOWN TO INCLINE (Ky.)?

Honestly—ain't it kind of hitting the skids, to spend big dough reaching towns like Incline (Ky.), when the same money could buy more and better traction in the really important Louisville Trading Area? WAVE's 5,000 watts give you 51.9% as much retail sales as Kentucky's *total*. There's not a down-hill indication on the Louisville Area's business horizon. If you're on the Incline . . . well, here!—grab our hand!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

24 YEARS OF SERVICE



24 YEARS OF YULETIDE SPIRIT

The wonderful spirit of Christmas unites all people in a bond of friendship and good will. Making that spirit extend beyond the sphere of the Yuletide Season has been WGY's objective throughout the years.

For 24 years, one of the nation's leading stations in receipt of mail response, WGY prides itself in its program service to listeners. Here's a station with the ability to produce outstanding local shows and the power to reach hundreds of thousands of listeners in eastern and central New York and western New England.

Represented Nationally by NBC Spot Sales

50,000 WATTS WGY SCHENECTADY, N.Y.
GENERAL ELECTRIC

Wishing You A
MERRY CHRISTMAS

WCHS
Charleston, W. Va.

SPONSORS

CREST SPECIALTY Co., Chicago, placing through Kuttner & Kuttner, that city, will enter radio nationally soon after first of year with transcribed program, "Steven Knight, Criminologist," featuring movie actor Kent Taylor. Larry Kurtze, radio director for Kuttner & Kuttner, said program would be heard on approximately 35 stations on market-to-market basis. Remainder of cast will be selected from Chicago talent. Crest Specialty Co. manufactures Spiffy Stay Down collar fasteners.

WALDORF-KERNS-MacCRACKEN, New York, has appointed Hanly, Hicks & Montgomery, New York, to handle the advertising campaign for its Jet-Heat Furnace. Media plans are currently being set.

PARFUMS SCHIAPARELLI, New York, has appointed Robert W. Orr Assoc., New York, to handle its advertising.

DIAMOND TEA GOWN Co., New York (manufacturer of women's robes, negligees and housecoats) has appointed The Arnold Cohan Corp., New York, to handle advertising.

THE ATLANTIC REFINING Co., Philadelphia, is sponsoring the televizing of the 13 home basketball games played by the U. of Pennsylvania team this season on WPTZ Philadelphia, Philco television station. Claude Haring and Byrum Saam announce. The last of series is to be televized March 15. Agency is N. W. Ayer & Son, Philadelphia.

PHILIP MORRIS & Co., New York, has bought an option on the "Milton Berle Show" to replace one of its current shows sometime in March. No decision has been reached as to which of the three shows it will succeed. Advertiser currently sponsors "It Pays to be Ignorant" and "Crime Doctor" on CBS and the "Rudy Vallee Show" on NBC. Agency is The Biow Co., New York.

THREE-YEAR sponsorship of CBS Pacific "Suspense" program was completed this month by Roma Wine Co., and Director-Producer William Spier (l) raises a finger for each year as Jack Runyon (c), radio director of the Biow Co., and Robert Taylor, film star and guest artist on anniversary broadcast Dec. 5, observe the symbol.

WAR ASSETS Adm., New York, in late December will start a test spot campaign on most of the Buffalo stations for its regional sales. Agency is Arthur Kudner Inc., New York.

LEVER BROS., Cambridge, Mass., has appointed Federal Adv., New York, to handle advertising of its new product "Breeze."

H. P. McGRATH, former manager of the commercial feeds division of Igleheart Bros. a General Foods unit in Evansville, Ind., has been appointed assistant sales manager of the Post Cereals Division of General Foods.

GREYHOUND TRAVEL CENTER, Los Angeles, Jan. 6 starts six weekly quarter-hour transcribed music on KFAC Los Angeles. Contract is for 13 weeks. Agency is Adolphe Wenland & Assoc., Hollywood.

KRIEGER OIL Co., Clearwater, Calif. (Douglas Aviation-Tested gasoline, oil), has appointed Ernest N. George Co., Los Angeles, to handle advertising. Regional radio will be used along with other media.

RELIABLE NUT Co., Los Angeles (Reliable assorted nuts, candy bars), has been purchased by Universal Match Corp., St. Louis, in a cash transaction exceeding $500,000.

FROZEN COOKED FOODS Inc., San Francisco (Handy Hostess and Sky Fare frozen cooked foods), has appointed Hoefer, Dietrich & Brown, San Francisco, to handle advertising.

WALTER A. HEWITT CANDY Co., Los Angeles, has appointed Davis & Beaven Adv., that city, to handle national advertising.

CLEVE W. CARRY, recently Army discharged and former manager of Screen Actors Magazine, Hollywood, has been appointed assistant retail advertising manager of Rexall Drug Co., Los Angeles.

NORTHAM WARREN Corp., Stamford, Conn. (Cutex products), has named Young & Rubicam, N. Y., to handle advertising.

BROADWELL STUDIOS, Covina, Calif. (piano correspondence course), has appointed Fritzen Adv., Los Angeles, to handle national advertising. Radio will be considered following survey now being conducted.

CHALLENGE TO YOUTH, Los Angeles (religious), has appointed The Tullis Co., Los Angeles, to service account, effective Jan. 1.

CHARLES R. ROGERS PRODUCTIONS, Hollywood, has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle national radio campaign for "The Fabulous Dorseys." Heavy spot announcement schedules will be used in all major markets.

GILBERT OF CALIFORNIA, Los Angeles (maker men's jackets, slacks), has appointed Hillman-Shane Adv., Los Angeles, to handle advertising.

KELLOGG Co. of Canada Ltd., London, Ont. (Kellogg's All-Wheat cereal), has added 10 Canadian stations to quarter-hour transcribed program "Superman," five times weekly, bringing total stations carrying program in Canada to 24. Agency is J. Walter Thompson Co., Toronto.

PHONO-VISION Corp., Toronto (Davis and Apollo records), has started five times weekly five minute program of recordings on CFRB Toronto, and plans to extend to other Ontario stations. Agency is Frontenac Broadcasting Agency, Toronto.

CHRISTIAN HEURICH BREWING Co., Washington (Senate beer), has signed to sponsor six-weekly Bob Wolff's "Senate Sports Review" over WINX Washington, 6:15-6:30 p.m.

JOINT COMMITTEE of Police and Firemen of New York City on Dec. 15 for two weeks started a series of five-minute spot announcements on WNEW WMCA WHN WQXR WLIB that city. Campaign consists of dramatizations accompanied by announcements that "The Fireman is always there when you need him. Now he needs you." and "The Policeman guarantees your security. Will you guarantee his?" Placed through John A. Finneran Co., New York, series is being conducted to obtain salary raises for the police and firemen of New York.

NETWORK ACCOUNTS

New Business

PHILCO CORP. of Canada, Toronto (receivers) on Jan. 2 to July 10 starts Bing Crosby on 7 Dominion network Atlantic region stations, Thurs. 8-8:30 p.m. Agency: Hutchins Adv. Co. of Canada, Toronto.

Renewal Accounts

STERLING DRUG, New York (pharmaceutical), Dec. 9 renewed for 52 weeks "Rise & Shine" on 41 Don Lee Pacific stations, Mon.-Sat. 7:15-7:30 a.m. (PST). Agency: Dancer-Fitzgerald-Sample, N. Y.

PHILIP MORRIS & Co., New York, Jan. 3 for 17 weeks renews "It Pays to Be Ignorant" on CBS Fri. 10-10:30 p.m. Agency: The Biow Co., N. Y.

CARNATION Co., Toronto (Carnation milk), on Jan. 6 renews for one year "Carnation Contented Hour" on 30 Dominion network stations, Mon. 10-10:30 p.m. Agency: Baker Adv. Co., Toronto.

LEVER BROS., Toronto (Lux flakes and soap), on Dec. 30 renews for one year "Lux Radio Theatre" on 27 Trans-Canada network stations, Mon. 9-10 p.m. Agency is J. Walter Thompson Co., Toronto.

Network Changes

R. B. SEMLER Inc., New York, Jan. 13 switches "Adventures of Sherlock Holmes" on ABC from Sat. 9:30-10 a.m. to Mon. 8:30-9 p.m. Agency: Erwin, Wasey & Co., N. Y.

you get the whole picture with WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking	persons
2,103,737	Italian speaking	persons
1,236,000	German speaking	persons
578,000	Polish speaking	persons
250,000	Spanish speaking	persons

6,517,737 foreign language prospects There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.
Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

Little Relaxation Of Ban on Building

OTC to Retain Most of Controls, May Raise Limit Slightly

PROSPECTS for any considerable relief in the Federal construction ban, under which broadcast construction has been kept down to a trickle, are not bright, according to officials in charge of enforcing the veterans' housing regulations.

Though Frank R. Creedon, new housing expediter, is known to favor easing of the ban, inquiries at the Office of Temporary Controls reveal that the only bright spot in the picture from a broadcasting standpoint is the OTC's tentative plan to raise the limit slightly within a month.

Since August the Civilian Production Administration, now absorbed by OTC, has been allowing about $35,000,000 in commercial construction a week throughout the nation. These projects are approved by regional CPA committees. A review unit in Washington has reversed regional denials where hardship was shown.

Although continuing the CPA construction controls, OTC has granted some relief in the priority rules governing building supplies. This does not directly affect broadcast construction projects which must receive regional approval if in excess of $1,000.

OTC emphasizes that all building controls continue in effect unless specific announcement is made to the contrary.

FM for State Police

NEW YORK Division of State Police will use General Electric two-way FM radio communications equipment for its new state-wide police radio system, expected to be in operation next summer. Equipment will be leased from the New York Telephone Co., which will install and maintain it. Walkie-talkie sets will be a part of the system so that one trooper can leave a patrol car to investigate a crime and keep in touch with the trooper remaining in the car, or with patrol units in the vicinity.

ONE OF THE REALLY BIG, RECOGNIZED TRANSCRIPTION COMPANIES, WITH A SALES ORGANIZATION FROM COAST TO COAST,

is looking for open-end, 15 or 30 minute programs that have been transcribed and are ready for sale. Royalty or outright purchase. Also interested in custom-built transcribed programs that may have been used regionally, but could be used for local sponsorship.

Write
Box 325, BROADCASTING

PROMOTION

GEORGE L. YOUNG, with Fort Industry Co. eight years before joining Navy in 1942, has been named WKBN Youngstown, Ohio, public relations director and promotion manager, replacing **FOSTER HARMON,** leaving radio.

NANCY MAXWELL, director of public relations at WJAC Johnstown, Pa., has announced her engagement to William H. Patterson Jr.

MARY VAUGHAN LINDBERG, wife of **CARL L. LINDBERG,** vice president and co-owner of WPIK Alexandria, Va., has been named publicity director of that station. Mrs. Lindberg previously had been control operator at WWDC Washington and had been with the program department of WOL and the promotion department of WTOP Washington.

BOB BRIGHT, formerly of Allen B. Du Mont Labs. and NBC New York television division, has been made art director of Television Productions Inc., Hollywood operator of W6XYZ.

MARGARET AYLESWORTH, former research editor of True Magazine and Carl Byoir & Assoc., New York, has joined ABC Western Division research and information service, Hollywood.

RICK LA FALCE, publicity director for WWDC Washington, has been appointed by Washington Board of Commissioners to do publicity for March of Dimes and Mile of Dimes campaign, Jan. 15-31. Money donated will be turned over to Infantile Paralysis Fund.

Popping Promotion

CFBC St. John, N. B., new 5 kw station, sent to advertisers and agencies a package of popping corn to announce its opening. Wrapper on package called attention to opening of new station, and said: "Take a piece of popping corn, apply a bit of heat—, watch how it leaps to giant size! Think that can't be beat! Just wait until CFBC is ready to compete!"

Farm Service Brochure

ELABORATE tri-colored brochure on farm programming and merchandising has been prepared by WLW Cincinnati. Titled "Farming Is Serious Business With WLW," brochure surveys farm area, presents station's farm program department and features of "Everybody's Farm," station-owned model farm near the WLW transmitter.

Book Matches

BOOK matches bearing promotion slogan of WCAE Pittsburgh and done in blue and silver are being distributed by that station's sales staff to the trade. Salesmen's names are printed inside of covers.

Satevepost Ads

SERIES of ads to start Jan. 4 in Saturday Evening Post by John Meck Industries, Plymouth, Ind., will boost services offered by local radio repairmen in order to overcome results of wartime shortages of repair parts and services.

WCCO Newscast Folder

WCCO Minneapolis-St. Paul is currently distributing illustrated mail pieces done in three colors giving listener statistics of its 11-11:05 p.m. daily newscast. Folder announces that this newscast is now available for sponsorship.

Public Relations Explained

THE VALUE of public relations and its place in the modern business world are related in folder distributed to the trade last week by O'Brien Gourlay Ltd., Vancouver, B. C., agency.

Christmas Gifts

SPONSORED products have been made into fancy packages as Christmas gifts to radio editors by NBC press department.

Sports Promotion

KLZ Denver has developed new promotion booklet titled "Seeing Eyes for Sports Fans." Done in fushia, black and white, cover features two KLZ "eyes" in the form of mikes watching a football game. Inside pages present series of photos showing Bob Harris, KLZ sports editor, interviewing various sports celebrities and covering sports events. Mailing list includes 2,000 business, education and advertising people throughout country.

Radio Dollar Values

COLORED folder featuring results of Kellogg Survey evaluation of radio audience, "How Much Radio for How Much?", is being distributed by KSAN San Francisco. Folder emphasizes radio dollar values of KSAN advertising.

WHBC Posters

COLORFUL posters calling attention to WHBC Canton, Ohio, sports show "Sports Whirl With Jim Muzzy" have been placed in bowling alleys throughout Stark County. "Sports Whirl" features bowling news and results and is aired nightly 11:15-11:30 p.m.

WMFD Folder

FAMILY units and radio homes of Wilmington, N. C., compose basic data for promotion folder of WMFD that city. Listener rating progress during past year also is given.

WTNT to NBC

WTNT Augusta, Ga., on or about Jan. 1, 1947, will become affiliated with NBC as network's 164th station. Operating with 250 w on 1230 kc, the station is owned by the Georgia-Carolina Broadcasting Co.

BOSTON'S EXCLUSIVE ABC OUTLET NOW 5000 WATTS

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

WCOP

1150 on your dial

Bliley BRUSH PRESTO Bogen HARVEY NATIONAL ALTEC LANSING CORPORATION

"NAME" BRANDS

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PRODUCTION

DON BUTLER has been appointed program director of WGBS Miami. He will continue his early morning "Butler's Pantry" show. **JOE VILLELLA** has joined WGBS as musical director. New announcer is **SCOTT DOUGLAS.**

FRED HENRY, in charge of KLAC Hollywood news department, has been made station production manager. He succeeds **JIM STRAIN,** who resigned to become commercial manager of KHUM Eureka, Calif.

BOB GENTRY, formerly with AFRS, has joined KQW San Francisco as announcer.

DOUG ARTHUR, WIBG Philadelphia program director, is the father of a boy Doug Jr., born Dec. 16.

BOB GREEN, former CBS staff writer, has joined the ABC script department in the same capacity.

MICHAEL MARLOWE, former commentator of WWSW Pittsburgh concert series, "Pittsburgh Youth Symphony," is now in the Army as instructor with the Information and Education Branch at Camp Stoneman, Calif. **JAN ANDRE** now handles Mr. Marlowe's duties at WWSW and WMOT (FM) and will do commentary on Dr. Fritz Reiner's Pittsburgh Symphony Concerts.

AL REUSCH, program director of CKMO Vancouver, B. C., has been appointed production manager, with **JACK KEMP** as assistant. **GORDON WALBURG,** formerly of CKRC Winnipeg, has joined the CKMO production department.

NED FRENCH, formerly announcer at WORL Boston, has joined staff of KOMA Oklahoma City in same capacity.

PAT PATTERSON and **HARRY ZIMMERMAN,** graduates of American Institute of the Air, have joined announcing staff of KROS Clinton, Iowa. Both are veterans.

RAY BOLEY, formerly with KQV Pittsburgh, and recently discharged from armed forces, has joined continuity department of KOY Phoenix, replacing **JANE CONNELLY** who resigned to freelance.

J. BRANDER PARSONS has been appointed program director of CFRN Edmonton. **CLAUDE H. BLACKWOOD** has been moved up to studio director, and **HELEN RAMSAY** to continuity editor of CFRN.

BETTY TAYLOR, continuity writer of KGW Portland, and wife of **SAMMY TAYLOR,** disc m.c. of KWJJ, that city, has resigned to operate a local radio store. **MARYON LEWIS,** formerly of KXL Portland, has taken over Mrs. Taylor's former assignments.

GRAHAM ARCHER, formerly of KTSM El Paso, and more recently Hollywood freelancer, has joined KGW Portland as announcer. **CLOYDE HOWARD,** formerly CBS Hollywood head usher, has joined KGW-FM as junior announcer.

FRANK BLAIR, program director of WARL Arlington, Va., has been appointed to the faculty of Georgetown U. where he will teach an accredited course in radio program directing and script writing.

TONY HOWARD, announcer at WPIK Alexandria, Va., Dec. 15 married Theo Sandahl of Bound Brook, N. J.

BERYL DAVIS, 22, one of England's most popular singers on BBC, comes to the U. S. early next year to try her luck in American radio.

DR. THOMAS H. BELVISO, a NBC music department executive and a national authority on legal matters pertaining to music copyrights, has been elected a director of the Society for the Prevention of Crime.

JOHN GRISWOLD, former announcer of KIRO Seattle, has joined KVOS Bellingham, Wash., as program director.

JIM O'BRIEN, formerly with WGNY Newburgh, has joined the announcing staff of WKIP Poughkeepsie, N. Y.

JOE DEANE, released from AAF, has rejoined announcing staff of WGNY Newburgh, N. Y.

BOB ROUSE and **WELDON ROBINSON** have joined announcing staff of WFAA Dallas, Tex. Mr. Rouse has freelanced in Hollywood for 2½ years, previously had been with KWKH Shreveport, La., and KTRH Houston, Tex. Mr. Robinson formerly had been with KNOW Austin, KTSA San Antonio and KRRV Sherman, Tex. **DOROTHY COUFIELD** and **MARGARET WELCH** are new writers in WFAA continuity department. Latter formerly had been with KCKN Kansas City.

KAY HAMILTON, fashion commentator of WSAI Cincinnati whose "Time for Calling" program is sponsored by Alms & Doepke, Cincinnati department store, leaves for New York Jan. 4 on her semi-annual trip to style centers. She will record programs and interviews, airmailing them to WSAI for broadcast.

RUTH BERCH, WNAC Boston script writer, has announced her engagement to Leonard Croan.

DONALD BUKA, CBS actor, has been signed to play role of Padrino in Howard Hughes Productions forthcoming film, "Vendetta."

JACK HAYES, producer-writer of KFI Los Angeles, is the father of a girl born Dec. 10.

SAM ROWLAND, music editor of Look Magazine, takes on additional duties of disc m.c. of KWKW Pasadena, Calif., starting in January.

JOE FRANKLIN, formerly with WNEW New York where he has conducted such record programs as "Vaudeville Isn't Dead" and "Classical Record Collector's Exchange," Dec. 23 joins the recorded music staff of WMCA New York.

ALAN TAULBEE, after four years in the Navy, has returned to the announcing staff of WQXR New York.

JANE WAGNER, NBC director of home economics, has been re-elected radio chairman for the United Council of Church Women. She was one of the featured speakers at the council's recent biennial convention in Grand Rapids, Mich.

JOHN ANDERSON of the general service department of KYW Philadelphia is the father of a boy, John Clifford Jr.

JOHN DAVIS, former director of the U. of Tennessee educational program on WSM Nashville and WIBR Knoxville, Tenn., has been appointed producer at WBT Charlotte, N. C. He served with AFRS during the war.

BURT CULLEN, formerly of CFPL London, and CKSF Cornwall, Ont., has joined the announcing staff of CKWS Kingston, Ont.

RON GRANT, formerly on CKWS Kingston, Ont., has joined the announcing staff of CHEK Peterborough, Ont.

MARTIN PLATZ, a prisoner of war in Germany for four years, has joined the announcing staff of CFCH North Bay, Ont.

LOU BROOKS, formerly of WATR Waterbury, Conn., has joined announcing staff of WONS Hartford.

JOHNNY GREENE replaces **LIONEL NEWMAN** as musical director of weekly CBS "Hollywood Star Time" with broadcast of Jan. 4.

Promoter Guilty

RALPH E. RICHARDS (alias Paul Curtis) radio promoter, was convicted in U. S. District Court at Athens, Ga., Dec. 7 on all counts in a 5-count federal indictment for mail fraud in connection with wartime "community victory programs," according to an AP dispatch. Sentence was deferred until the Macon term of court. Mr. Richards was charged with duping radio stations and merchants in at least seven Georgia cities by selling "co-sponsorships" for a program lifted bodily from restricted transcriptions of the Treasury's all-star bond shows.

Rome, Ga. Stations To Go on Air Soon

WROM, WBIX Both to Be 1 kw; Grant for WBHM Also Issued

TWO of three new 1-kw daytime stations authorized by FCC this year for Rome, Ga. (pop: 26,282) are scheduled to be on the air by early January.

Officials of the respective stations said WROM, assigned 710 kc, would begin broadcasting about mid-December and that WBIX, on 1190 kc, would start operations around the first of the year. Grant for a third 1-kw daytime station, WBHM, to use 670 kc, was issued by FCC on Nov. 29 to News Publishing Co., publisher of the daily *News-Tribune.*

WRGA, existing Rome station, a 250-w fulltime outlet on 1490 kc, meanwhile is completing plans for the opening of WRGA-FM.

Dean Covington, Rome attorney and 60% owner of WROM, is manager of that station, and Edward Nixon McKay, formerly an announcer with WRGA and other Georgia stations and WSGN Birmingham, is assistant manager and 20% owner. Remaining interest is owned by J. W. Tromerhauser, Rome businessman. John McClain, formerly with CBS, is in charge of sports and special events, and his wife is director of women's activities. Miss Dorothy Smith is supervisor of home economics and children's programs. Alfred Jones is chief engineer.

WBIX is owned by Robert L. Tomlinson Sr., Chattanooga businessman, and Robert L. Tomlinson Jr., former announcer of WDOD Chattanooga. Its application and that of WROM were granted by FCC on Sept. 19.

WRGA has completed construction of its FM transmitter building atop Mt. Alto. Officials said erection of the antenna tower, which was reported in shipment, and installation of power and telephone lines would put WRGA-FM in readiness for operation.

Conference Cancelled

PLANS have been cancelled for 1947 Broadcast Engineering Conference at U. of Illinois, sponsored annually by Departments of Electrical Engineering at U. of Illinois and Ohio State U. Sponsors announce cancellation due to crowded conditions and lack of sufficient personnel at both universities, but expect to resume event in 1948.

Course Continues

VIEWTONE TELEVISION and Radio Corp., New York, is continuing in January its course in television installation and servicing for dealers, originally scheduled to end Dec. 12. Viewtone reports more than 2,000 receivers sold and installed. In addition to the console model, company reports a new table model to be ready for distribution by the end of the month.

ALLIED ARTS

LAZARE GELIN, who has served as export manager for Lear Inc., Grand Rapids, Mich., has been appointed to head the new organization formed to carry on the company's export business to be known as Lear International Export Corp., New York. The new firm will handle the Lear electro-mechanical products as well as the aircraft navigation and communication instruments, and the Lear line of home radios.

WALLACE C. JOHNSON has been named general sales manager of Admiral Corp., Chicago. He has been manager of field activities for Admiral products for two years.

BRUCE R. LAFFERTY, veteran of 13 years in radio, has been named general service manager of Hallicrafters Co., Chicago. He previously had served as assistant to general service manager. Mr. Lafferty served with Chicago Ordnance district before joining Hallicrafters and spent several years in South Pacific area with Civil Aeronautics Administration as civilian radio engineer.

Mr. Lafferty

CALLY CURTIS has resigned as editor of Southern California Life and Fan-Fare magazines to join staff of Mal Boyd Motion Picture-Radio Relations, with opening of offices at 1580 N. Vine St., Hollywood, on Jan. 2.

L. GORDON PERLMUTTER has been named senior account executive of Gordon Colman Assoc. (television and broadcast equipment). **NORMAN L. GREENWALD** has joined Gordon Colman staff as public relations director.

RALPH BLUM Corp., Beverly Hills, Calif. talent service, has established offices at 9441 Wilshire Blvd. Telephone is Crestview 1-9833.

PARMELEE W. CUSACK, former art director of NBC and onetime vice president and art director of Onyx Studio, has established an office at 45 E. 51st St., New York, to serve as art director and designer for advertising and promotion.

TELEVISION BROADCASTERS Assn. has announced that additional copies of the pictorial magazine issued in connection with last fall's television conference are now available at TBA headquarters, 500 Fifth Ave., New York. Magazine comprises 80 pages of photographs of video programming activities throughout the country. Copies are priced at $1 each, or 80c in quanities of 25 or more.

H. L. HALLSTROM, general merchandise manager of RCA Victor record department, is the author of "Relax and Listen," a layman's guide to enjoying music through records. Volume will be published in March by Rinehart & Co., New York ($2.50), and will be sold through retail record outlets as well as book stores.

JESSE MILBURN, former staff announcer of KRLD Dallas, has returned to Dallas after four years in Army Communications to establish Institute of Radio Broadcasting.

New Canadian FM

FIRST FULL-TIME commercial FM license issued in Canada to private company has been issued to Canadian Marconi Co., Montreal, and FM station will carry all programs of CFCF Montreal, Canadian Marconi's AM station. FM station is to operate on 106 mc channel and is licensed to go to 3 kw. Only other FM full-time licenses issued in Canada are to Canadian Broadcasting Corp. for two FM stations in Montreal, and one in Toronto. Experimental FM license is being held by CFRB Toronto.

AFM Ban on School Concert Is Attacked

WJBK Detroit Manager Calls For Remedial Legislation

ECHOES of Interlochen were sounding through Detroit this week following the AFM's refusal to grant permission to the Board of Education and WJBK to broadcast the McKenzie High School Christmas concert.

Jack Ferentz, president of the Detroit Federation of Musicians, saw the broadcasting of the Dec. 12 concert as a threat to the livelihood of union musicians, and gave a firm "no" to the school and to the station. The concerts have been broadcast in the past.

In a letter to Dr. Paul Rankin, Detroit Board of Education, James F. Hopkins, president and general manager of WJBK, restated the case, and attached a copy of statement by WJBK management.

"WJBK realizes, of course," the statement noted, "that in comparison with the coal strike, or the Interlochen incident, the mere banning of a school concert from the air is a trivial thing. However, this admittedly minor bit of short-sighted pettiness conforms to the same sorry pattern."

According to Mr. Hopkins, "We tried without success to show Mr. Ferentz that his refusal ran counter not only to the public interest but also to the long-range welfare of the union itself. We pointed out that the broadcast was to be a sustaining feature only, on a purely local basis, and free from any commercial flavor whatsoever. . . ." The statement called for "sound and sane" remedial legislation.

SIXTY LISTENERS ATTEND POETRY MASTER'S FETE

MORE THAN 60 listeners to the *Old Poetry Master* on WCBM Baltimore attended a "Dutch treat" dinner Tuesday evening at Sear's Community House, Baltimore, called by the Old Master, Jim McMillen. He had corresponded with many of the listeners but hadn't met them all, so he announced the dinner on his program.

Mr. McMillen

Among the guests were members of the Baltimore Chapter, Poe-Avalon Poetry Society, and several well-known poets, including Leif Erichsen, Marian Buchman and Max Rubin. Mrs. Lila Gray Phelps, director of the Poe-Avalon Society, Baltimore Chapter, presented Mr. McMillen with an invitation to become an honorary member of the society. Piano music was provided by Benjamin Kopel. Mr. McMillen invited his guests to attend his broadcast following the dinner.

TECHNICAL

HAROLD W. TOEDTEMEIR, chief engineer of KIDO Boise, Idaho, has been awarded the Legion of Merit for his exemplary and courageous conduct in establishing and maintaining, while a captain in the Signal Corps, radio communications between liberated cities of Europe and General Eisenhower's Headquarters of the AEF.

DR. W. R. G. BAKER, vice president of General Electric Co. in charge of firm's electronic department, has been awarded the War Dept. Certificate of Appreciation for "patriotic services in a position of trust and responsibility . . . for outstanding contribution to the war effort by the development, design and production of complex Signal Corps radio and radar equipment." The War Dept.'s highest civilian award also was presented to **FRANK B. CLIFFE,** assistant comptroller of General Electric, for outstanding wartime achievement. Mr. Cliffe, who has served in both wars, left GE in 1941 to handle nation's aluminum distribution for War Production Board, returning in 1943.

Mr. Baker

JOSEPH SIELSKI, formerly with Western Union testing and repair department, New York City, and recently discharged from Navy, has been named chief engineer at WNOC Norwich, Conn.

NORMAN PARTRIDGE has been named chief engineer of WKXL Concord, N. H. He succeeds **GEORGE JOWDY** who has joined WLAW Lawrence, Mass. Mr. Partridge is a veteran radio technician and served with the Bureau of Ships during the war. **ELBRIDGE HOOKER,** formerly of WHEB Portsmouth, N. H., has joined the WKXL engineering staff.

WILLIAM H. KICKLIN Jr., former instructor at Capital Radio Engineering Institute, Washington, D. C., has rejoined the engineering staff of WBT Charlotte, N. C.

JOHN SCHEN has joined the engineering staff of WHBC Canton, Ohio, following completion of study at Melville Radio Institute, New York. He is Army overseas veteran.

JESSE C. IRBY, former engineer with WFAA Dallas, Tex., has rejoined station as engineer for KERA, new FM adjunct of WFAA.

DAVID DOMER, recently released from Navy, has joined engineering staff of WHBC Canton, Ohio.

GLORIA McQUEEN, engineer at WHBC Canton, Ohio, has resigned to be married to William L. Herron of Canton Dec. 22.

RILEY BIGGS, new to radio, has joined the operating staff of CJKL Kirkland Lake, Ont.

LEICESTER OLIVER, assistant engineer of CKGB Timmins, Ont., and Agnes Ritchie were married at Long Branch, Ont.

Radio Praised

PRAISE for the outstanding assistance they gave during the recent Greater Boston Community Fund Campaign has come to Boston radio stations from John E Lawrence, campaign chairman. "Radio once again proved itself to be one of the most powerful mediums for enlisting public support in behalf of civic and community enterprises such as the Community Fund," Mr. Lawrence said. Throughout the drive Boston stations aired many special programs arranged by Jerry Slattery of John C. Dowd Advertising Agency, volunteer radio chairman, and Mitzi Kornetz, radio director for the Fund.

COUSIN KATEY says:

Dear Cousin:

Guess you folks are wishing you had that hot weather you had not long ago, now that Ol' Man Winter has set in up yonder. Course, down here in Texas, we are havin' our usual, easy-going beautiful Winter weather. Honest, Cuz, we're still sittin' on our back porches in the evenings, listening to those swell CBS programs KTSA brings to us here in San Antonio and South Texas. They've got plenty of fine local talent here, too . . . like Bob Holleron's "So You Think You Know Sports" program on Thursday nights. Why, Uncle Jim'd rather sell his favorite White-Faced Hereford than miss it. All the gang here at THE STATION are fine . . George Johnson, our General Manager, talked to Tom Peterson at the THS Chicago office the other day . . . seems everything's running smoothly. Roy Cowan, of THS in New York, reports he has some mighty interestin' things cookin' up that way, too. So looks like this year's gonna' be an awfully busy one for all of us here at THE STATION . . . but we're never too busy to sweep off the "welcome mat" for our favorite cousin. Guess I'd better close now, so tell all those time-buyer friends of yours hello for us. We'd sure like to demonstrate a little of our Southern hospitality to them personally, and incidentally, let them see for themselves just how successful our efforts here at KTSA are in winning new friends every day. Time's a wastin' . . . and speakin' of time . . . Napoleon once said, "The reason I beat the Austrians is, they didn't know the value of five minutes." Well, guess it served 'em right . . . those darned Austrians shoulda' stuck to their rate card and they woulda' got the meat instead of the Boney-part. Ha . . . Get it, Cuz? Well, so long for now, and MERRY CHRISTMAS TO ALL OF YOU! Love and kisses . . .

Your Favorite Cousin
Katey Essay

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WAR THEATRE AWARDS MADE IN FIELD LISTED

WHEN Asiatic-Pacific campaign ribbons awarded to correspondents were presented in the field, names of those receiving them were not included in the War Department list appearing in BROADCASTING Nov. 25.

Radio correspindents who have received the Asiatic-Pacific ribbon include:

John Adams, CBS; Martin Agronsky, ABC; Frank Cuhel (posthumous), MBS; William Dunn, CBS; John Elliott, Australian Broadcasting Co.; Arthur Feldman, ABC; Pat Flaherty, NBC; George Thomas Folster, NBC; Royal Arch Gunnison (since deceased), MBS; Joseph Harsch, CBS; John Hinde, Australian Broadcasting Co.; John Hughes, CBS; Frazier Hunt, MBS; Fleetwood Lawton, NBC; Dudley Leggett, Hayden Lennard, Australian Broadcasting Co.; George Moorad, CBS; Merrill Mueller, NBC; Clete Roberts, ABC; Jack Shaw, MBS; Mervin Slosberg, NBC; Edmund Vadeboncoeur, NBC.

Discusses Reports

C. E. HOOPER, president, C. E. Hooper Inc., discussed his organization's newly published "Comprehensive Report" and the proposed "Projectable Hooperatings" reports at a meeting of Hooper subscribers Dec. 18 at 10 a. m. at Hotel Biltmore, New York.

KPAC

MBS

BMB

PROGRAMS

CONTINUING its program of "Salutes to New Neighbors" during "570 Matinee" show, KGKO Fort Worth, Tex., Dec. 18 saluted KWBC, new Fort Worth independent station. Conducted by Jimmie Jefferies and Bob Everson, m.c.s, "570 Matinee" for Dec. 18 was broadcast from KWBC studios and simultaneously over both stations.

Program Honored

NATIONAL recognition has been granted "Pathways In Peace," WKRC Cincinnati adult education program, by School Life, official journal of U. S. Office of Education. In December issue, School Life cited program for its three years' cooperation with public schools and institutions of higher learning to meet need in adult education. "Pathways In Peace" is broadcast Sat. 5:15 p.m. and presents Dr. Judson McKim, WKRC director of religion and education, as moderator with round-table panel of noted educators discussing controversial subjects and current affairs.

Operate Station

STUDENTS enrolled in radio department of Wesleyan College of Fine Arts, Macon, Ga., operated WMAZ Macon for full day Dec. 12, with WMAZ staff members serving only as advisors. Students signed station on, wrote commercials, produced original shows, served as announcers, newscasters, news reporters and signed station off air. WMAZ concluded day with buffet supper for the future radio workers. Mrs. Ann Frierson Griffin, director of radio department of Wesleyan College, and her students have been given one full day at WMAZ for past four years.

Current Topic Discussions

DISCUSSION series, titled "I See by the Papers," fifteen minute, five-days-a-week show, has been started by WBAA, radio outlet of Purdue U., Lafayette, Ind. Show is handled on two-week rotating basis, with discussion of recent developments in such fields as radio, sports, music, farming, engineering, drama, education, records, home economics and personalities. Material is gathered from appropriate publications and is written and presented by staff members who specialize in those fields.

To Air Messiah

BROADCAST of Handel's Messiah, recorded by BBC choir, organ and orchestra under direction of Sir Thomas Beecham, will be presented on Christmas Eve 9:05-11:30 p.m. by WNOC Norwich, Conn. Program is sponsored by Mutual Savings Banks of Norwich and commentary will be by Hank Sennett. At 11:30 p.m. Chrismas Eve, WNOC will broadcast midnight service of Christ Episcopal Church.

Cookie Recipe Contest

CHRISTMAS cookie recipe contest has been conducted by Carol Adams, women's director at WHBC Canton, Ohio. Contest closed Dec. 14 when 20 winners were selected. Listeners have been sent copies of winning recipes. Miss Adams was assisted in selecting winners by Emily Lewis and Helen Portmann, home economists for Ohio Power Co., that city.

Study in Music

KROS Clinton, Iowa, is broadcasting special educational music appreciation program each Wednesday afternoon to 123 rural schools in Whiteside County, Ill. Fifteen minute show, produced in cooperation with Mrs. Annetta Rich, director of music for Whiteside County schools, presents musical selections currently being studied by students.

Stories for Children

WAOV Vincennes, Ind., has scheduled "The Story Hour" on Mon.-Wed.-Fri. 4:30-4:45 p.m. as forerunner to Mutual's "Children's Hour," 4:45-5 p.m. Series features Claire McCarthy, local child psychologist, and is sponsored by Brokhage Inc., Vincennes.

Gifts for Orphans

CHRISTMAS contributions for orphans in Cincinnati and northern Kentucky are being collected by Paul Hodges and Malcolm Richards of WCPO Cincinnati. Mr. Hodges, who conducts "Bus Time," 10:15 a.m., "Man on the Street," 12:45 p.m., and "Train Time," 7:15 p.m. and Mr. Richards, who is m.c. of morning wake-up show 6:45-10 a.m. and afternoon record program 3:10-4 p.m., are inviting listeners to contribute small gifts which will be distributed to orphanages on Christmas Eve. Large barrels have been placed at advantageous points in downtown Cincinnati where donors may place gifts.

Shopping Survey

DESIGNED to stimulate Christmas shopping in Seattle district stores, KOMO Seattle is airing "On the Avenue," featuring Nancy Neal and songs by Bob Raymond. Miss Neal and Mr. Raymond shop their way along the avenue, bringing to the public latest in University District stores.

Women in the News

CKEY Toronto has started daily early afternoon newscast directed exclusively to women. Newscast is sponsored by Consumers Gas Co., Toronto, and includes headline survey of world affairs and facts about women in the news.

Drama Review

PROGRAM of movie and stage news was started Dec. 21 over WOL Washington by Nelson Bell, drama critic of Washington Post. Show is aired 5:45-6 p.m.

Safety Campaign

CAMPAIGN to promote holiday safety at home and on the highway was started by Westinghouse Radio Stations Dec. 18 with some 1500 transcribed one minute jingles scheduled for holiday season. Stations participating are KDKA WBZ-WBZA KYW WOWO KEX and FM affiliates of all but KEX. Quarter-hour shows began drive.

Volume 10 Due Soon

VOLUME 10 of FCC Reports, a collection of Commission decisions from April 1, 1943, to June 30, 1945, is due for release shortly, FCC officials reported last week. The price has not been set, but on previous volumes the charge ranged from $1 to $2. Meanwhile, FCC staff members are now collecting decisions since July 1, 1945, for Volume 11.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

FCC Actions

(Continued from page 65)

Applications Cont.:

new standard station on 700 kc, power of 1 kw and daytime hours.

AM—1080 kc

The Argus-Press Co., Owosso, Mich.—CP for new standard station on 1080 kc, power of 250 w and daytime hours.

AM—900 kc

WAND Canton, Ohio—CP to increase power from 250 to 500 w, install new transmitter and FM antenna on top of AM tower, daytime operation only.

AM—1230 kc

Public Service Broadcasters, Toledo, Ohio—CP for new standard station on 1230 kc, power of 250 w and unlimited hours. (Request facilities of WTOL).

Dec. 19 Applications . . .

ACCEPTED FOR FILING

AM—1470 kc

Silver City Crystal Co., Meriden, Conn.—CP for new standard station on 1470 kc, power of 1 kw and daytime only—AMENDED: re transmitting equipment.

AM—810 kc

WASL Annapolis, Md.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

FM—Unassigned

Pynchon Bcstg. Corp., Springfield, Mass.—CP for new FM (Class B) station to be operated on frequency to be assigned by FCC. ERP: 4.1 kw.

TV—Unassigned

WEWS Cleveland, Ohio—Modification of CP which authorized new commercial television station, to change transmitter site, to change type of transmitters, make changes in antenna system, and extension of commencement and completion dates.

AM—1470 kc

WSAN Allentown, Pa.—Modification of CP which authorized increase in power, installation of new transmitter, and directional antenna for night use, for extension of completion date.

TV—Antenna

WPTZ Philadelphia—CP to install new antenna system.

FM—Unassigned

Hoyle Barton Long, Front Royal, Va.—CP for new FM (Class B) station on frequency to be assigned by FCC, ERP: 3.7 kw.

AM—1230 kc

KRKN Fort Smith, Ark.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, and to change transmitter location.

AM—1290 kc

WIRK West Palm Beach, Fla.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location—AMENDED: to give detailed description of transmitter location.

FM—Unassigned

Tri-Cities Bcstg. Co., Goose Creek, Tex.—CP for new FM (Class A) station on frequency to be determined by FCC. ERP: 1,272 w—AMENDED: to make changes in antenna system.

AM—1490 kc

KTYL Mesa, Ariz.—Modification of CP which authorized new standard station, to change type of transmitter.

AM—1330 kc

KFAC Los Angeles—Modification of CP which authorized new standard station, for extension of completion date.

AM—1170 kc

KSDJ San Diego, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1170 kc

KSDJ San Diego, Calif.—Modification of CP as modified, which authorized new standard station, to decrease power from 5 kw day and night to 1 kw night, 5 kw day, employing directional antenna day and night and to specify studio location.

FM—Unassigned

Joe L. Martinez, Albuquerque, N. M.—CP for new FM (Class A) station on frequency to be assigned by FCC—AMENDED: to change name from Joe L. Martinez to Joe L. Martinez and Harold O. Bishop, d/b as FM Radio Bcstg. Co.

Assignment of License

KICA Clovis, N. M.—Voluntary assignment of license to Hugh DeWitt Landis and Ross B. McAlister, a partnership d/b as Radio Station KICA.

Applications Dismissed:

FM—45.9 mc

Unity Corp., Lima, Ohio—CP for new FM station on 45.9 mc.—DISMISSED: request of applicant.

FM—Unassigned

Unity Corp., Columbus, Ohio—CP for new FM station on frequency to be decided by the FCC—AMENDED: to specify population—DISMISSED: request of applicant.

FM—Unassigned

A. Frank Katzentine, Orlando, Fla.—CP for new FM (rural) station on frequency to be assigned by chief engineer of FCC—DISMISSED: request of attorney.

TV—66-72 mc

Hughes Productions Division of Hughes Tool Co., San Mateo County, Calif.—CP for new commercial television station on Channel 2, 60-66 mc, ESR: 740—AMENDED: to change name from Hughes Productions Division of Hughes Tool Co. to Hughes Tool Co., frequency from Channel 2, 60-66 mc to Channel 4, 66-72 mc, transmitter location, specify directional antenna—DISMISSED: request of applicant.

TV—76-82 mc

Dorothy S. Thackrey, San Francisco—CP for new commercial television station on Channel 5, 76-82 mc, ESR: 9,700, visual 5 kw (peak), aural 5 kw—DISMISSED: at request of attorney.

TV—License Renewal

Application for renewal of experimental television license filed by W2XVT Passaic, N. J.

Applications Tendered for Filing:

AM—1300 kc

The Bridgeport Bcstg. Co., Bridgeport, Conn.—CP for new standard station on 1300 kc, power of 1 kw and daytime hours.

AM—1420 kc

Schoharie County Community Service Bcstg. Corp., Cobleskill, N. Y.—CP for new standard station on 1420 kc, power of 1 kw and daytime hours.

AM—950 kc

KSEL Lubbock, Tex.—CP to change hours of operation from daytime to unlimited, increase power from 1 kw to 500 w night, 1 kw day and install directional antenna for night use.

AM—940 kc

Tytex Bcstg. Co., a co-partnership, composed of Willis Jarrel, William S. Reeves, Robert S. Boulter, William D. Lawrence Jr., Thomas G. Pollard Jr. and Francis Lee Lawrence, Tyler, Tex.—CP for new standard station on 940 kc, power of 250 w and daytime only hours.

Voluntary Assignment

WEMP Milwaukee—Consent to voluntary assignment of FM CP and of AM station WEMP to Milwaukee Bcstg. Co.

KGNC Winner

KGNC Amarillo, Tex., is the winner of the $1,000 first prize in the Eddie Cantor promotion contest. Station manager, Aubrey Jackson, was notified last Thursday by a congratulatory telegram from E. L. Morris, vice president of Pabst Sales Co. Contest was open to all NBC affiliates.

Noel Macy to Be in Cairo On 6-Month Assignment

J. NOEL MACY, chief of the Press & Publications Division, State Dept. Office of International Information & Cultural Affairs, sailed Dec. 14 aboard the *Queen Elizabeth* for England enroute to Cairo where he will head a U. S. Public Affairs Mission for the next six months. He will supervise exchange of students between Egypt and U. S. and handle distribution of American films, pictures and feature articles dealing with various aspects of American life.

Mr. Macy

Mr. Macy, who served throughout the war in the Army and was discharged a colonel a year ago, is president of Westchester Broadcasting Corp., licensee of WFAS White Plains, N. Y., and president of Westchester Publications in White Plains.

Ethel Mack

ETHEL MACK, wife of Dick Mack, Hollywood producer of CBS *Joan Davis Show*, following a lingering illness died in Los Angeles on Dec. 9. Besides her husband, surviving are two sons.

INDUSTRY LEADERS CALL THIS A—

"Model"

RADIO STATION

LARGER AUDIENCE THAN ALL OTHERS HEARD IN THIS REGION.

CONLAN REPORTS:

MORNING 59.0%
AFTERNOON 59.6%
NIGHT 50.3%

IN A RICH MARKET:
RETAIL SALES
$115,125,000
BUYING INCOME
$181,865,000

WBOC
RADIO PARK-SALISBURY, MD.

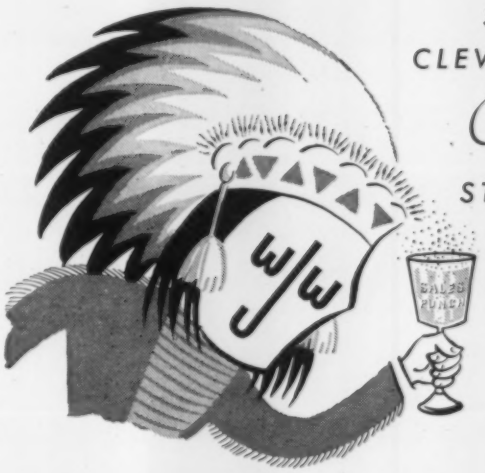
MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

"HERE'S HOW!" SAYS CLEVELAND'S *Chief* STATION



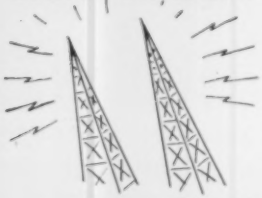
By comprehensive coverage . . .
By creative entertainment . . .
By consistent selling . . .
By action on the constructive criticism of government officials, newspaper critics and the listening public . . .
WJW has become *CLEVELAND'S CHIEF STATION.*

BASIC ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

SANTA CLAUS IS COMING TO TOWN!

He's Already sent us a Transmitter..

..and Two Big New Towers...



..and we're looking for 5000 watts in our Christmas Stocking..

and a Merry Christmas to You!

WJHP

JACKSONVILLE

A JOHN H. PERRY STATION

NEW YORK - CHICAGO - DETROIT - ATLANTA

Color Tube

(Continued from page 17)

experiments with a number of systems of color television, including one in which color variations were produced by an "electrically rotated" polarized crystal and another in which the picture was produced by a four-way cathode ray tube which was described as "putting RCA's three color tubes in a single wrapper and adding a white section for good measure."

Du Mont system of photovision, transmitting video signals on light beams, also was demonstrated. Plans were announced for utilizing this method of video communication between the laboratory and the company's video station in New York, some 20 airline miles distant. Dr. Du Mont suggested the possible use of photovision for broadcasting television as well as for beaming video signals point-to-point. The low cost of transmitting and receiving equipment, with no RF amplifier, oscillator, mixer, intermediate amplifier or sound detector needed at the receiving end, was cited as a reason for adopting this method for transmissions between 480 and 920 mc, which Du Mont tests have shown to be fundamentally line-of-sight.

New Radar

At Radiomarine Corp. of America in downtown New York the FCC party saw a demonstration of the new 3.2 centimeter superhigh frequency shipboard radar in actual operation in the laboratory. Pictures of the unit which has been operating for some months on Pittsburgh S. S. Co.'s ore carrier, the *A. H. Ferbert*, also were shown, together with ship radarscope views made aboard that ship.

At the CBS laboratory they saw simulated demonstration of the high color fidelity possible under the standards proposed by CBS and also saw the CBS uhf color image orthicon equipment for remote pick-ups now under test. A combination receiver for uhf color and low-band black-and-white reception and a table model color receiver, both built in the CBS laboratory, also were shown. Group also saw a demonstration of a new tube now being developed by Dr. Peter C. Goldmark, inventor of the CBS color television system, and his staff, which promises to provide full color picture reception with a single tube. Dr. Goldmark said this tube represents "a very promising approach toward a simple, single, fully electronic receiving tube which can be utilized either for projection or direct viewing."

Motoring to Tappan Inn, in Tarrytown, the group witnessed a live video program in full color, received on a sequential color receiver via a small foot-square antenna, much smaller than those ordinarily used for black-and-white video reception. A CBS spokesman described the picture quality as "excellent."

Unlike the Du Mont demonstration, which stressed brilliance as of utmost importance in video reception, the CBS laboratory demonstration emphasized the importance of contrast range. When a neutral density filter was interposed between the viewers and the screen, cutting down the light from the screen by two-thirds, the picture was reported as "actually easier to see." Because of this effect, Dr. Goldmark said, color television pictures can be shown in a well-lit room and still viewed easily.

TRICHROMOSCOPE tube for video color reception developed by Allen B. Du Mont Labs, is viewed by FCC Commissioners and staff during a visit to the Du Mont plant. Viewers are (l to r, front): Comr. Rosel H. Hyde; Comr. Clifford J. Durr; Dr. Allen B. Du Mont, president, Allen B. Du Mont Labs; Comr. E. K. Jett; Comr. Paul A. Walker; Dallas W. Smythe, FCC assistant chief accountant in charge of Economic Branch. (Second row): George P. Adair, FCC chief engineer; Leonard F. Cramer, executive vice president, Du Mont Labs; Tom Kennedy, *New York Times;* Joseph Kaselow, *New York Herald Tribune.*

Members of the FCC party were: Paul A. Walker, Clifford J. Durr, Ewell K. Jett, Rosel H. Hyde, Commissioners; Earl Minderman, assistant to the chairman.

Engineering Dept.: George P. Adair, chief engineer; George E. Sterling, assistant chief engineer in charge of Field and Research Branch; Edward W. Chapin, chief, Laboratory Division, Field and Research Branch; Edward W. Allen, chief, Technical Information Division, Field and Research Branch; Charles C. Kolster, regional manager, North Atlantic Regional District, Field and Research Branch; John A. Willoughby, assistant chief engineer in charge of Broadcast Branch; Curtis B. Plummer, chief, Television Division, Broadcast Branch; Cyril M. Braum, chief, FM Division, Broadcast Branch; James E. Barr, chief, Standard Broadcast Division, Broadcast Branch; William C. Boese, chief, Applications I Section, Broadcast Branch; Hart S. Cowperthwait, chief,Allocations Section, Television Division, Broadcast Branch; William N. Krebs, assistant chief engineer in charge of Safety and Special Services Branch; Milburne O. Sharp, chief, Experimental Section, Safety and Special Services Branch.

Law Dept.: Benedict P. Cottone, General Counsel; Harry M. Plotkin, assistant general counsel in charge of Litigation and Administration Division; Vernon L. Wilkinson, assistant general counsel in charge of Broadcast Division.

Accounting Dept.: Dallas W. Smythe, assistant chief accountant in charge of Economics Branch.

Bureau of Standards: K. A. Norton.

Roberts to KMPC

CLETE ROBERTS, former news editor and war correspondent for ABC Western Division, Jan. 1 joins KMPC Hollywood as director of public affairs, news and special events. Vance Graham, station's news editor, becomes aide to Mr. Roberts.

Ad Council Is Expanding Its Public Service Plans

THE ADVERTISING Council last week announced plans for an expanded public service advertising program by American business.

The Council's executive committee has approved a yearly budget of $350,000 for the non-profit volunteer organization. Of this amount, $150,000 to cover cost of administration and overhead of the Council has already been contributed by organizations representing leading advertising agencies and media.

Business management figures will schedule meetings of business leaders in principal cities to outline Council plans and to raise $200,000 in addition to overhead. This will finance the launching of Council campaigns, and the total budget will result in placement of an estimated 100 million dollars worth of public service advertising.

Through the Council's radio allocation plans, most leading radio advertisers contribute radio time to public service messages and, in addition, most radio stations give free time to these programs.

Relay Grant

THE FIRST grant for development of a microwave relay station for use in experimental general mobile (highway) service was issued by FCC last week to National Bus Communications. The CP for an experimental Class 2 radio station was granted for use in connection with applicant's experimental general mobile highway radio system for purpose of relaying communications from mobile units to control center of fixed station in downtown Chicago. Frequencies 2670-2690 mc were assigned on a temporary basis, conditionally.

FM Assn. Meeting to Draw 500-1000

Several Manufacturers to Have Exhibits at Jan. 10 Session

ATTENDANCE at the Jan. 10 organization meeting of the FM Assn. at the Hotel Statler, Washington, is expected to reach between 500 and 1,000, inquiries last week indicated, according to Leonard H. Marks, general counsel and treasurer.

"Applications for membership, with checks for dues, are coming in at the rate of a dozen or more a day," said Mr. Marks. Three days after a letter went out to 2,500 FM enthusiasts [BROADCASTING, Dec. 9], the first applications were returned, accompanied by dues, he added.

Several manufacturers are planning exhibits for the meeting, although the FMA session will not be a regular convention. General Electric last week reserved a suite to show FM equipment. Individual stations which have been conducting their own local promotion campaigns—such as WBCA Schenectady and WATG Ashland, Ohio—will display promotion material they have found effective, Mr. Marks said.

At a luncheon at the Carleton Hotel in Washington last week, President Justin Miller of the NAB said the NAB would cooperate to the "fullest" with the new FMA.

"There is no conflict between our organizations," he said. "We serve the radio field as an overall trade organization while the FMA is being organized to promote FM. The NAB cannot promote any one segment of broadcasting. Most of the FMA members are members of NAB and I would say that the majority of the new FMA members will belong to the NAB."

Advertising Club Formed By Hollywood Executives

ORGANIZATION of Hollywood Advertising Club got under way when 65 representatives from advertising agencies, radio, motion pictures and allied crafts met at Hollywood Athletic Club Dec. 16, with Robert J. McAndrews, NBC Western division sales promotion and advertising manager, presiding. Walter Van de Kamp, head of California Adv. Agency, was made temporary chairman with first formal meeting to be held at Hollywood Knickerbocker Hotel Jan. 6. Membership will be restricted to those in advertising.

Included on organizing committee are Robert Ballin, vice president and West Coast radio director, Ruthrauff & Ryan; Ed Broman, vice president and general manager of Universal Radio Transcriptions; Homer Griffith, head of Homer Griffith Co., station representatives and Mr. Van de Kamp.

V. F. W. CITATION for meritorious service is awarded to Justin Miller (r), NAB president, by Louis E. Starr, commander-in-chief of Veterans of Foreign Wars. Citation commends NAB for "high standard of public service and entertainment" it has maintained for radio industry and for its contribution to morale of U. S. armed forces overseas.

9 OF 10 FARMS IN IOWA ARE RADIO - EQUIPPED

MORE THAN nine out of every 10 occupied farms in Iowa (190,436 out of 204,346, or 93.2%) were equipped with at least one radio receiver as of Jan. 1, 1945, the Census Bureau found in its complete census of the nation's farms, conducted early in 1945. Of these farms, 165,760 had telephones, 129,001 had electricity.

In Ohio 186,503 out of 213,401 farms — 87.4% — had radio receivers, with 111,461 having telephones and 164,949 electricity.

Of Missouri's 232,792 occupied farms, 190,148—81.7%—had radios compared to 109,055 having telephones and 76,367 electricity.

The Bureau found 148,692 out of 226,337 farms in Kentucky—65.5%—had radios, with 42,118 having telephones and 68,088 electricity.

North Carolina's 273,731 occupied farms were radio-equipped in 172,115 cases—62.9%—with 14,539 having telephones and 107,982 electricity.

In Alabama 117,485 out of 216,545 occupied farms—54.2%—had radios as against 66,046 with electricity and 11,162 with telephones.

Of South Carolina's 138,830 farms, 67,853—48.9% had radios compared to 6,306 with telephones and 52,101 with electricity.

Officers Resign

THREE OFFICERS of the recently organized Advertising Agencies Association of Cuba, including its founder, Mariano Guastella of Publicidad Guastella, have resigned, according to information received by BROADCASTING last week. Others besides Guastella who quit were Emilio Gnau and Rafael Martinez Conill of Publicidad Mestre. New officers are to be elected at the Association's next meeting, it was announced.

L. A. Local Elects

J. K. (Spike) WALLACE has been reelected president of Los Angeles Musicians Mutual Protective Assn., Local 47 AFM, for another two years. Campaign was intense. President for past seven years, Mr. Wallace swept his entire slate into office. John Te Groen was reelected vice president with Frank Pendleton recording secretary and Al C. Meyers financial secretary.

Earl E. May

(Continued from page 18)

cup as the most popular announcer in America.

In radio Mr. May pioneered in many innovations. On Oct. 30, 1925, he started what is believed to be the first early-morning program—opening KMA at 5:30 a. m. In 1927 when most broadcasters were attempting to keep visitors out of their studios—except when no shows were on the air—Earl May was inviting them in to take part in programs. A year later he broadcast the first regular newscast from a newspaper press wire. Until he was stricken he continued to report for his station—his last major job being the United Nations San Francisco conference last year.

Soon after KMA went on the air Mr. May began the daily broadcast of information from the U. S. Dept. of Agriculture—a service which still continues. In cooperation with the State U. of Iowa he contributed $75,000 for an experimental farm in Guatemala. Earl May was a firm believer in radio as the ideal means of providing service and entertainment to the rural population. In 1927 he built new facilities including an audience studio seating 1,000.

On one of his programs he remarked that he'd like to tour Europe but wanted somebody to go along. Hundreds of listeners volunteered. As a result of that remark Mr. and Mrs. May did embark for Europe and with them went 125 members of KMA's listening audience.

Mr. May was active in civic and agricultural affairs. In 1925 he was elected president of the American Assn. of Nurserymen. He had served as president of the Shenandoah Chamber of Commerce. He was active in the Masonic Lodge, the Congregational Church and Kiwanis International. In 1935 he declined the post as district director of WPA.

In 1938 Tarkio (Mo.) College conferred on him the honorary degree of Doctor of Laws for his outstanding contributions to education and agriculture.

Surviving, besides his wife, are two children, Mrs. Frances May Rankin and Edward May; two sisters, Mrs. Carl Wolford, Shenandoah, and Mrs. Flora Snee, Hayes Center; a brother, D. B. May, Hayes Center, and three grandchildren.

TWO FOR ONE PRICE

KFJZ Fort Worth WRR Dallas

These two dominant 5000-watt stations have now joined hands to offer a two-for-one advertising economy—an economy that jibes with the holiday turning point in your fiscal year.

The offer? KFJZ and WRR can now give you a one-two punch at the billion-dollar Dallas-Fort Worth markets. One price, with no extra costs, will let you hit Texas' largest market area with these two stations either simultaneously or at separate hours.

Extensive surveys have established proof of the listener-loyalty of both KFJZ and WRR . . . a combination of the two adds up to "the best radio buy in Texas."

Get rid of ad-budget troubles with dollars - and - cents results now. Schedule KFJZ and WRR—both for one price.

REPRESENTED BY

WEED & CO.

NEW YORK DETROIT CHICAGO

BOSTON ATLANTA HOLLYWOOD

Bolometer Serves As Radio Detector

Johns Hopkins Scientists Make Discovery During Experiments

EXPERIMENTS at Johns Hopkins U., Baltimore, in which a tiny strip of columbium nitride serves as a radio detector when immersed in liquid hydrogen at 435 degrees below zero Fahrenheit, do not offer immediate practical application but may aid in unfolding the mysteries of electricity, according to scientists of the Bureau of Standards.

Many metals have superconductivity at extremely low temperatures, the Bureau has found in tests of the properties of metal. Hydrogen and helium in liquid form are the main means of maintaining such temperatures.

The Johns Hopkins discovery was made by Dr. Donald H. Andrews, professor of chemistry, and Dr. Chester Clark, of the university staff, during tests with an infrared bolometer, used to see objects in the dark. A loudspeaker connected to the bolometer pealed forth a program from WBAL when heat coils around it were turned off.

The device operated similar to a crystal detector at the 435-degree temperature. Maintenance of this temperature is possible only in a limited number of laboratories, and in the case of most metals a slight change in temperature destroys the metal's power to conduct without resistance. Between the bolometer and loudspeaker the usual high-gain audio amplification equipment must be used.

Dr. Andrews is continuing his tests in an effort to discover why the bolometer operates as a detector.

CITATION for unselfish service to his community was presented to Burlingham Schurr, Holyoke Museum Curator, Dec. 4 by R. C. Downs of Coca Cola Bottling Co. Presentation was made over WHYN Holyoke, Mass., on a nationwide broadcast. Left to right, participants are: John Thornton, station relations chief for Yankee Network; Mayor Toepfert; Mr. Schurr; Mr. Downs; and Jay Heitin, program manager of WHYN.

THE ADVERTISING Women of New York last Tuesday held a Christmas luncheon at the Hotel Astor, New York, with Jinx Falkenberg and Tex McCrary of the "Hi Jinks" show on NBC, as special guests. Florence Desmond, star of the musical comedy "If The Show Fits," was also a featured guest at the luncheon.

RCA Makes New Tube To Measure AC Voltages

RCA IS NOW manufacturing a new, highly sensitive vacuum tube designed to measure AC voltages over ranges of frequency and amplitude far beyond the limits of ordinary AC voltmeters, it was announced last week by the company.

The instrument, which has been named audio voltmeter (RCA type WV-73A), is applicable for testing radio receivers and sound systems and for measuring gain and noise level in power amplifiers. It can also be used to locate sources of frequency distortion and faulty amplifier components in receivers, phonographs and public address systems.

KSDJ on Air

KSDJ, new 5 kw San Diego station on 1170 kc, went on the air Dec. 12 as a CBS affiliate. Licensee is Finley-McKinnon Broadcasting Co., with Purnell (Mike) Gould general manager and Edgar L. Tidwell program director. Studios and executive offices are located in San Diego Daily Journal Bldg., 1405 Fifth Ave.

Best Sellers

(*Continued from page 20*)

spot announcements, we realized that radio played an instrumental role in making the novel the nation's number-one fiction best-seller. Therefore, we decided to double the original appropriation for a new campaign to extend through the first six months of 1947.

A part of this has already been allotted to daily participation in the Womrath Book Stores' *Music to Read By* on WHN New York, for the two weeks before Christmas and to spot announcements elsewhere. This in itself does not indicate that many individual book publishers are planning at this time to become active radio sponsors. But we won't be too surprised if, in the future, many publishers will raise advertising budgets considerably to cover all outlets through all media, including sponsorship of radio literary commentators and book programs.

BBC

(*Continued from page 20*)

lis. Both Sir Allen and Mr. Millis resigned effective Dec. 31.

The new chairman, who will receive 3,000 pounds ($12,000) a year, is 54, an author, head of a publishing firm and chief of several hotel companies. He was named for five years. Lady Reading will receive 1,000 ($4,000). She will serve four years. John Adamson, chartered accountant, was appointed to a five-year term on the Board of Governors at a salary of 600 pounds ($2,400). The BBC now is completely controlled by the Labor Government. Board salaries, under the new charter, were cut from $4,000 to $2,400.

* * *

Assistant Postmaster General W. A. Burke reported that the BBC's overseas department is broadcasting 37 hours daily to 22 countries. A pool of France showed that 17% of the people (about 6,000,000) listen to the BBC. In Britain there are 10,700,000 licensed radio receivers and 4,450 television sets.

Mr. Burke said a survey shows 24,000,000 persons listen each week to *Itma*, the most popular variety program on the air. Revenue expenditure in a 12-month period of 1945-46 amounted to 9,001,613 pounds ($36,006,452), an increase of 460,115 pounds ($1,840,460) over the previous year. Of that increase $1,775,828 went for programs. BBC in the future will receive 85% of the set tax, instead of 75%. The tax was increased from $2 to $4.

Klein & Assoc. Is New Chicago Adv. Company

ADVERTISING division of United Broadcasting Co., Chicago recording and production firm, has been reorganized and the nucleus of its personnel integrated into a separate company to be known as Klein & Assoc.

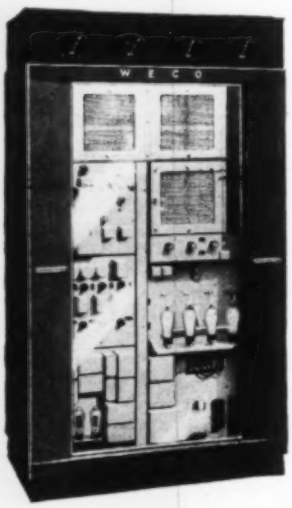
Klein & Assoc. will be headed by William L. Klein, his brother, Julius, and Egmont Sonderling, as associate partner. Offices will be located in space formerly occupied by United, 64 E. Lake St. United leased the recording division of World Broadcasting System, Nov. 1, and is located at 301 E. Erie St. Chicago.

Outlook Discussed

MUTUAL will present a special New Year's Day broadcast titled "What Is the Outlook for 1947?" 10:30-11 p.m. To be heard are: William Averell Harriman, Secretary of Commerce; Earl Bunting, NAM president; William K. Jackson, president of the U. S. Chamber of Commerce; William Green, AFL president, and Philip Murray, CIO president. The broadcast will be coordinated by Albert Warner, head of the MBS Washington news bureau.

TRANSVIEW

I'M PROUD OF YOU!



Western Electric

FM TRANSMITTERS

You, too, will be proud of these *really* new FM units. Their TRANSVIEW design, with full-length glass doors, contributes to sparkling, business like beauty and to ease of operation, since all tubes are in plain sight at all times. Harmonic distortion is *low*; intermodulation is *low*; and the over-all performance is unexcelled. For technical data, write Graybar Electric Company, 420 Lexington Avenue, New York 17, New York or . . .

ASK YOUR LOCAL Graybar

BROADCAST REPRESENTATIVE

Last Phase King-Trendle Sale Okay

Four Other Transfers Are Approved By FCC

LAST PHASE of the $3,650,000 sale of King-Trendle Broadcasting Corp. (WXYZ Detroit and WOOD Grand Rapids) was given formal approval last week with FCC consent to re-sale of WOOD by ABC to Liberty Broadcasting Co., a new corporation, for $850,000.

Under the terms stipulated by the Commission in its approval of the King-Trendle sale to ABC [BROADCASTING, July 22], the network has held WOOD in trust pending the re-transfer. Spokesmen for Liberty said they hoped the transfer would be consummated by early 1947 at the latest.

The Commission also approved four other transfers and assignments:

1. The $120,000 sale of WJBC Bloomington, Ill., by Arthur Malcolm McGregor and Hugh L. Gately to the Bloomington *Daily Pantagraph*. A conditional FM grant is included.

2. The $100,000 sale (before adjustments) of WINK Fort Myers, Fla., by Ronald B. Woodyard and Mary W. Martin to United Garage & Service Corp. of Lakewood, Ohio, headed by Arthur B. McBride, publisher, owner of several Ohio cab companies, and owner of the Cleveland Browns professional football team.

3. Acquisition of sole ownership of KVNU Logan, Utah, by President Herschel Bullen and Manager Reed Bullen and associates, through the purchase of slightly more than 50% of issued and outstanding stock from Henry Laub and associates for $20,000.

4. Assignment of construction permit for WHRV Ann Arbor, Mich (1600 kc, 1 kw, fulltime) from James F. Hopkins Inc. to Huron Valley Broadcasters, without change of ownership. Richard Connell Jr. and James F. Hopkins are principal owners.

Durr Asked Hearing

Comr. Clifford J. Durr, who dissented from the grant of the initial sale of the King-Trendle properties to ABC, voted for hearing in the WOOD transfer and also in the WJBC sale.

Liberty Broadcasting, WOOD purchaser, is owned in equal shares by Roy C. Kelly, former executive vice president of American Broadcasting System, now president of Wolverine Network in Michigan, and Ray M. Veenstra, who has been associated with the ownership of Fox Jewelry Stores in Michigan.

In their application for WOOD, they told the Commission they planned to issue $600,000 worth of preferred stock to help finance the purchase, and that 24% of common stock would go to preferred-share purchasers, 20% to investment bankers handling the issue, and 5% to employes, reducing their own combined interest to 51% [BROADCASTING, Aug. 19].

Liberty has a contract to buy WHLS Port Huron, Mich., from Harmon L. Stevens for $300,000 [BROADCASTING, June 3], but the application for FCC consent has not been filed. Under the name of KVN Co., Messrs. Kelly and Veenstra and George S. Norcross, Liberty vice president, have applied for new stations at Holland and Benton Harbor, Mich., and these applications are now awaiting hearing. Messrs. Kelly and Veenstra also have an application pending for Muskegon, Mich., contingent upon a grant of WKBZ Muskegon's application to change frequencies; the latter was given a proposed denial by FCC.

Estimated 23.9%

WOOD, operating on 1300 kc with 5 kw fulltime, was estimated at 23.9% of the King-Trendle properties sold to ABC. With the resale of WOOD, the network's outlay is reduced to $2,800,000. The WOOD application provides for Liberty to pay $750,000 within 60 days after FCC approval and the remaining $100,000 within a year.

Before the sale to ABC last summer, King-Trendle owners were George W. Trendle and John H. King (40% each) and H. Allen Campbell and Howard O. Pierce (10% each).

WINK, being sold to United Garage & Service Corp., is principally owned by Mr. Woodyard (97%), with Miss Martin owning the remaining 3%. Mr. Woodyard owns 45% interest in WIZE Springfield, has 22% interest in Dayton AM and FM applicants, and owns lesser interests in applicants for Elyria and Columbus. United, which has an FM grant for Lakewood, is owned in equal shares by Mr. McBride; his son, A. B. Jr.; Harry Sherby, owner of Sherby's Market in Washington, D. C., and Daniel Sherby, son of Harry Sherby. WINK is on 1240 kc with 250 w fulltime.

The WJBC transfer is from Mr. McGregor, 50% owner of KSTT Davenport, and Mr. Gately to Bloomington Broadcasting Corp., a wholly owned subsidiary of the *Daily Pantagraph*, which is headed by Loring C. Merwin. WJBC is on 1230 kc with 250 w fulltime.

In the KVNU transaction, through their acquisition of the remaining 14,994 shares of stock (out of 29,857 issued and outstanding) from Henry F., John H., Clair M., and Emma K. Laub and Adrian W. Hatch, the owners of the station and their interests will be:

Herschel Bullen, president, 48%; Reed Bullen, manager and secretary-treasurer, 31%; Helen Bullen, 5%; Herschel Keith Bullen, 4½%; T. H. Bullen, 5%; Dan B. Shields, attorney, 6½%. KVNU operates on 1230 kc with 250 w fulltime.

Two Top CBS Executives Are Feted at Detroit Party

TWO CBS TOP executives, Dr. Frank Stanton, president, and William C. Gittinger, vice president and general manager, were the honored guests at a cocktail party given by the network and executives of the automobile, radio and advertising industries Dec. 11 at the Detroit Athletic Club. Among those present was G. A. (Dick) Richards, owner and president of three CBS outlets, WJR Detroit, WGAR Cleveland and KMPC Hollywood.

As a special feature of the party WJR aired an interview with Dr. Stanton on its *Club Carousel* program by remote broadcast from the Athletic Club.

Juvenile News

A DAILY NEWSCAST for teen-agers has been started on CKEY Toronto in conjunction with its daily dance session immediately after school. Newscast reports Canada-wide activities of teen-agers.

WFRO-FM Fremont, Ohio Starts on 8-Hour Basis

WFRO, independent FM outlet at Fremont, Ohio, started broadcasting Dec. 15 on an 8-hour schedule, Robert F. Wolfe, owner-manager, announces. Station is operating with 300 w on Channel 284 (104.7 mc).

Among program highlights are *Wednesday Dance Date* for teenagers, *Tell Me a Story*, evening show for children, and *Sundial*, dedicated to hospital and institutional shut-ins, Mr. Wolfe states. WFRO Dec. 24 will carry Christmas program of the Ohio Bell Telephone Co., 11:30 a. m.

Raises Granted

NEW SALARY scales have been granted staff members of CBS Hollywood publicity and sales promotion departments following negotiations concluded between network and Screen Publicists Guild Dec. 17. Press department increases are effective Jan. 1 with those of sales promotion retroactive to Sept. 1, terminating Jan. 1, 1949. Although figures were not available it was understood publicists increase started at 16⅔% with overall increase for all members of that department at 28%. Sales promotion increase starts with about 20%. Although original two year contract between CBS and SPG for publicists did not expire until end of next year, officials agreed several weeks ago to re-open negotiations.

The Winning Time
is the Time You Buy on

BINGHAMTON, N. Y.
•
N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

No. 11 of a Series
From West Virginia
With deep appreciation to our many national contacts who have helped make 1946 another year of advance in WGKV's total volume of national spot business.
THIS IS MY HOME
KANAWHA COUNTY
WGKV
CHARLESTON, WEST VA.
Charleston's Quality Station
NBC AFFILIATE
Represented Nationally by
Joseph Hershey McGillvra, Inc.

CBS HIRES DAVENPORT ON PERMANENT BASIS

RUSSELL DAVENPORT, long-time high-ranking editor of Luce publications and personal representative of the late Wendell Willkie during the 1940 Presidential campaign, has been engaged by CBS to assist in program development, it became known last week.

Although he is without a title, his position was assumed to be in the network's highest echelons and to be permanent. Edward R. Murrow, CBS vice president and director of public affairs, told BROADCASTING that Mr. Davenport's association was not considered temporary. Mr. Davenport himself said that he was devoting full time to the new job.

According to Mr. Murrow, who reportedly was responsible for Mr. Davenport's affiliation with CBS, the famed writer and editor was engaged to introduce a fresh viewpoint into the network's study of its program structure.

This is Mr. Davenport's first venture into radio. He is the former chairman of the board of editors of *Fortune* magazine and has recently been chief editorial writer of *Life*.

Mr. Murrow said that the famed writer had been at work at CBS for three weeks and that he was studying "the whole business of program development in the realm of public affairs."

W

COVERAGE
181 New England cities and towns . . . three state area of great sales magnitude

L

LISTENERS
Nearly two million loyal listeners enjoy ABC network shows on WLAW

A

BUYING POWER
These New England folks enjoy a spendable income of $2,198,419,800

W

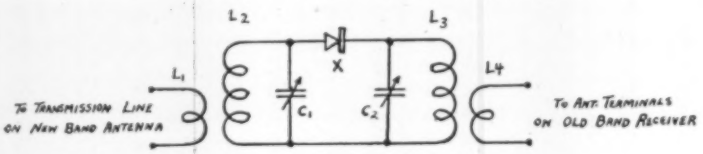
SEND FOR DATA
Complete data and map available on request. Write Station WLAW, Lawrence, Mass.

5000 WATTS 680 KC.
50,000 WATTS . . . SOON ! !

NATIONAL REPRESENTATIVES:
WEED & CO.

TUBELESS FM CONVERTER

WWSW-WMOT Solves Problem for Pittsburgh Owners of Pre-War FM Receivers



C1, C2---8 plate midget air trimmer cond.
L1-------2 turns #18 insulated hook-up wire intermound with L2.
L2-------4 turns #10 solid enameled wire space wound and self-supported 7/16" diameter.
L3-------10 turns, otherwise same as L2.
L4-------3 turns same wire as L1 and intermound with L3.
X--------Sylvania 1N34 crystal.

DIAGRAM shows principle of tubeless converter developed by WWSW Pittsburgh and its FM affiliate, WMOT, to enable owners of pre-war FM receivers in Pittsburgh area to receive FM broadcasts after station had converted its FM transmitter for operation on new band. Converter is so small that baby food can is used as container for it.

WWSW PITTSBURGH and its FM affiliate, WMOT, had a problem to solve—a problem affecting some 6,000 owners of pre-war FM receivers in the Pittsburgh area—when the station converted its FM transmitter for operation on the new band. In order that Pittsburghers could continue to hear FM broadcasts over WMOT, it was necessary to develop a converter that could be used to adapt the outdated FM receivers to the new band.

Engineering department of WWSW and WMOT did considerable experimenting and finally came up with an inexpensive tubeless converter that really does the job, according to Henry R. Kaiser, chief engineer of the stations. "The unit is merely connected in series with the new band antenna's transmission line near the receiver and no other connections are necessary," Mr. Kaiser states.

"The input circuit," he explains "is tuned to the transmitter frequency and the output is tuned to a frequency in the old band. This latter frequency is the result of radiation from the local oscillator in the receiver mixing with the transmitter frequency and producing a converter output signal which falls in the range of the old band. In the case of WMOT, which is on 94.5 mc, several types of receivers which we have tried tuned in the station when the receiver dial was adjusted to near the high end of the old band."

WWSW-WMOT is producing the new converter in quantities and at an estimated cost of only $2.39, according to Mr. Kaiser. In figuring the cost of the converter, he says, "we had only three components to purchase, the two midget air-trimmer condensers costing 35c each and the Sylvania No. 1N34 detector crystal which cost $1.60." Nine cents was allowed for four screws and wire. As a container to house the converter a well known brand baby food can is used. This, says Mr. Kaiser, "does not cost us anything and we have an abundant supply."

TUBELESS CONVERTER developed at WMOT, FM affiliate of WWSW Pittsburgh, when station converted its FM transmitter for operation on new band, is examined by two officials of station, Henry Kaiser (l), chief engineer, and Frank Smith, manager.

WWSW-WMOT has advised the 6,000 owners of pre-war FM receivers in the Pittsburgh area that their worries about having to junk their FM sets are over, for the new converter is available in sufficient quantity to take care of all orders.

New WAA Ruling

NEW regulation issued Thursday by War Assets Administration permits nonprofit and tax-supported schools and similar institutions to obtain commercially unsalable electronics material out of war surplus at a nominal cost. The regulation puts electronics and communications equipment on the same disposal basis as aircraft and components. Automatic scrapping of electronics items by owning agencies is permitted when equipment is commercially unsalable. An advisory committee has been set up to aid the WAA Administrator in disposal of surplus electronics material, with FCC, War, Navy and Interior Depts. to be represented.

Charlie McCarthy Tops Latest Hooper

'McGee & Molly' Rates Second; Fred Allen Is Third

CHARLIE McCARTHY moved into first place among the first 15 evening programs listed in the Dec. 15 program Hooperatings report released last week, with *Fibber McGee & Molly* second and Fred Allen third.

Average evening sets-in-use reported was 33.6, up 1.3 from last report, up 1.7 from a year ago. The average evening rating was 10.7, up 0.4 from last report, up 0.6 from a year ago.

Average available homes was 80.8, up 0.7 from last report and up 0.7 from the same period last year.

The current total sponsored hour index is 70.0 as compared with 71.2 last report, 79.0 a year ago.

The first 15 evening programs listed were: *Charlie McCarthy Show* 29.7, *Fibber McGee & Molly* 27.8, Fred Allen 27.6, Jack Benny 27.4, Bob Hope 26.3, Red Skelton 23.5, Walter Winchell 23.3, *Radio Theatre* 23.0, *Screen Guild Players* 22.3, *Amos 'n' Andy* 21.6, *Bandwagon* 21.0, *Mr. District Attorney* 19.1, *Great Gildersleeve* 18.0, *Suspense* 17.0, *George Burns & Gracie Allen* 16.8.

Weekday Programs

When a Girl Marries led list of top 10 weekday programs in Dec. 15 report with *Young Widder Brown* in second place and *Our Gal, Sunday* third.

Average daytime sets-in-use reported was 17.5, up 1.8 from last report, down 0.3 from year ago. Average daytime rating was 4.8, up 0.3 from last report and no change from year ago.

Average available homes was 71.3, up 2.4 from last report and down 2.1 from same period last year. Current total sponsored hour index was 85.0, same as last report, 91.0 a year ago.

The top 10 weekday programs were: *When a Girl Marries* 8.4, *Young Widder Brown* 8.0, *Our Gal, Sunday* 7.9, *Portia Faces Life* 7.6, *Kate Smith Speaks* 7.2, *Ma Perkins* (CBS) 7.1, *Breakfast in Hollywood* (Kellogg) 7.1, *Aunt Jenny* 6.9, *Right to Happiness* 6.8, *Romance of Helen Trent* 6.8.

WRGA-FM Nearly Ready

WRGA Rome, Ga., announces that it has almost completed work on its FM transmitter and expects to begin FM broadcasting on a six-hours-a-day schedule about Jan. 1. Installation of the station's 120-foot tower, which will be located atop Mt. Alto (elevation 1,526 feet above sea leved and 800 feet above Rome), remains to be completed, according to J. H. Quarles, WRGA manager. WRGA-FM will operate with 1400 w on Channel 265 (100.9 mc).

NAB's Board Faces Full Agenda

Many Industry Problems Will Be Considered At Jan. 5-7 Meet

By J. FRANK BEATTY

THE BATTLE over BMB and its station coverage reports tops the list of industry problems to come before the NAB Board of Directors at its Jan. 5-7 meeting to be held at the Mark Hopkins Hotel, San Francisco.

President Justin Miller's legislative program and increase in the association's budget to take care of enlarged activities and new personnel will occupy board attention, along with revision of the by-laws, the 2% agency discount, developments in music and copyright, FCC regulations, and plans for the winter series of district and regional meetings. Delay in Civil Aeronautics Administration approval of transmitter sites also will be considered, as well as other governmental issues.

BMB was put strictly on the defensive last October when the NAB board adopted a resolution ordering BMB's board to prove to the satisfaction of broadcasters that national advertisers and agencies really need the coverage information and that the data will help stations in selling local and regional business.

Convention corridors had teemed with complaints about BMB at the industry's Chicago meeting, though floor proceedings were less violent. Many station managers had complained about the first BMB maps, which they felt gave an unfair coverage picture from the local standpoint because colored portions of the maps depicted stations having 10% or more coverage.

Color Is Dropped

Since that time BMB has adopted a new type of map, which is now in preparation. This map will have no colored areas. Instead each station's map will show its penetration in each county. The BMB area reports will be distributed in early February, it is reported. When complete the new maps will be substituted for the original ones and become the official reports.

Primary and secondary coverage will not be shown, since demand for this information is understood not to be heavy. Timebuyers, according to research specialists, generally prefer percentage of penetration.

Hugh M. Feltis, BMB president, is expected to present the report of the BMB board to NAB's board. Station reaction to the new maps will be discussed, along with views of other industry elements.

Future financing of BMB may come before the NAB board, since the joint research organization is understood to be low on funds. Preparation of the new maps is expected to entail an additional expense of at least $15,000.

NAB's financial program for 1947 will be presented to the board by the Finance Committee, which met recently in Washington. While details of the committee's proposed budget are not made public, it may be around the $700,000 figure, well above the $600,000 plus for 1946 when the association's expansion program got into full swing.

Personnel to Be Added

Most of the individual NAB departments are preparing to offer additional services, with personnel added to handle the extra work load. One new department is to be set up—the Program Dept. Its work has been delayed pending selection of a director. Also to be selected are a public relations director and a successor to James L. Middlebrooks as head of the Engineering Dept.

NAB's board will discuss a complete revision of association by-laws, just completed by C. E. Arney Jr., secretary-treasurer, and Don Petty, general counsel, following a meeting of the Research Committee.

The new version of the by-laws is designed to perfect definitions of authority and the statement of policy. The by-laws will be rearranged on a more orderly basis and will be brought up-to-date to keep in line with industry progress and remove patchworking caused by periodic changes. They will be broad enough to cover such new developments as television and FM.

If the board approves a new set of by-laws, they can be submitted to the membership for a referendum vote. At the Chicago convention the membership adopted two by-law amendments. One provided for referendum changes instead of convention action, and the other provided for adoption of industry standards with provision for their enforcement.

AFM Contracts

Music will be considered by the board in two phases—AFM contracts and copyright renewals. Interest in AFM has centered in legal test of the Lea Act, now awaiting Supreme Court action on petition for review of the Federal court's adverse ruling. On the horizon looms expiration at the end of February of AFM contracts in key network cities. NAB President Justin Miller and AFM President James C. Petrillo had started exploratory talks last spring but these were abandoned by the union head when the court proceedings developed.

NAB's board will review developments in the copyright field, with the problem billed for a going over at the district and regional meetings. Copyright contracts with ASCAP and BMI do not expire until 1949 but already the renewal situation is receiving attention.

Delaying action is legal disagreement over provisions of the ASCAP consent decree dealing with rights of stations to change from blanket to per piece during the term of the contract. BMI is looking ahead to 1949 renewals, with Paul A. Porter, ex-OPA head and former FCC chairman, mentioned to head the organization [BROADCASTING, Dec. 16]. Sydney M. Kaye, vice president and general manager, is expected to report on BMI's progress—it now claims eight leading current hits.

The board also is expected to discuss plans for the 1947 convention. Four cities remain in the running for the autumn session—Atlantic City, San Francisco, New York and Cleveland. Actual decision likely will await further study by Mr. Arney.

Legislative Problems

Legislative problems are likely to be on the board agenda, though the Legislative Committee has not met in some time. A meeting is planned early in the year at which the whole problem will be discussed in relation to political developments and possible changes in the Communications Act. An expanded legislative service at NAB headquarters has been proposed. President Miller has indicated he will submit legislative proposals to the board [BROADCASTING, Dec. 9].

The board will receive a membership report, with 123 applications having been received since the October meeting. Membership now totals over 1,100.

Several proposals for changes in membership dues will be submitted. These are expected to cover such plans as a flat increase for all classes, narrowing of income groups to remove inequalities, reclassification of membership. Any major change in dues requires membership approval.

The area meeting plan, by which NAB executives were to be relieved of some of the winter travel to the 17 district meetings, has not yet been completed. First area meeting will be held Jan. 8-10 in San Francisco by the West Coast tier, Districts 15, 16 and 17.

District 14, covering Colorado, Idaho, Utah, Wyoming, Montana and western South Dakota, will meet Jan. 13-15 at Salt Lake City. This large district comprises an area in itself.

Area Meetings

No district or area meetings have been definitely set between mid-January and late April but Mr. Arney is expected to consult district directors on their plans. Districts 4 (D. C., N. C., S. C., Va., W. Va.) and 7 (Ky., Ohio) will hold an area meeting April 28-29 at the Roanoke Hotel, Roanoke, Va. Meeting of District 13 (Texas), also an area in itself, is tentatively slated April 21-22 at Houston.

Between the two meetings, it is thought, an area meeting could be held by Districts 5 (Ala., Fla., Ga., P. R.) and 6 (Ark., La., Miss., Tenn.), possibly April 24-25, since this would fit into travel plans.

District 2 will meet May 5-6 at the Waldorf-Astoria, New York. The district includes New York and New Jersey.

Both district and area meetings will be conducted on an enlarged scale this year, with the NAB headquarters staff taking an active part [BROADCASTING, Nov. 25]. Most of the problems coming before the board will be considered. Besides those mentioned are such subjects as the NORC audience study and a possible second study; new NAB services; employe relations; industry-wide developments including FM, television and facsimile; and separate promotion programs such as the RMA-NAB set-in-every-room project and the FM Assn. plan.

Revercomb Named

EVERETT E. REVERCOMB, NAB auditor who has been with the association over a decade, last week was promoted to assistant treasurer, serving under C. E. Arney Jr., secretary-treasurer. Donald S. Farver, recently with the Washington accounting firm of Frazer & Torbet, was named auditor.

Delivers Coverage of North Carolina's No. 1 Market

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FCC Issues 22 AM Grants; Power Boosts Given Three

TWENTY-TWO new AM station grants, a near record for one day, were issued by FCC last Tuesday, and three existing stations were authorized to increase power.

Two prior grants were deleted:

1. The April 10 authorization for WDUE Philadelphia, Miss. (1490 kc, 250 w, fulltime) was set aside on grounds that the grantee, Duke H. Thornton, failed to file information on which the grant was contingent and later failed to respond to a Commission warning that he must meet the conditions or lose the grant. The conditions were that he file an application specifying 1490 kc (he originally filed for 1450 kc), plus the usual approval of transmitter site and antenna system.

2. The Oct. 3 grant for WPGE Thomaston, Ga. (1020 kc, 250 w, day only) was deleted at request of the grantee partnership, Voice of Thomaston, who attributed it to "dissolution of the partnership and lack of finances because of length of time already involved with no income." The partnership was composed of William F. Butt, Army veteran, and Paris G. Singer, former student sales engineer for Ingersoll-Rand Co.

New Phoenix Grant

New station grants included a 5 kw fulltime outlet at Phoenix, Ariz., issued to a company headed and controlled by Carl D. Haymond, KMO Tacoma engineer and announcer and son of Carl E. Haymond, owner of KMO and KIT Yakima; a 1-kw fulltime station at Stockton, Calif., to a group headed and controlled by Lincoln Dellar, owner of KXOA Sacramento; and a 1-kw daytime station at Decatur, Ga., to Eurith Dickinson Rivers Jr., son of former Georgia Gov. E. D. Rivers, owner of WGOV Valdosta; at Alton, Ill., to R. C. Goshorn and R. L. Rose, respectively president and general manager of KWOS Jefferson City, Mo.; at Rutland, Vt., to Herbert L. Wilson, radio consulting engineer of Washington, D. C., and Rutland; and at Binghamton, N. Y., to a group headed by Frank H. Altdoerffer, controlling stockholder of WLAN Lancaster, Pa., and WRFD Worthington, Ohio.

With Comr. C. J. Durr voting for hearing, WLOF Orlando, Fla., was granted authority to change from 1230 to 950 kc and increase power from 250 w to 5 kw, fulltime, with directional antenna day and night. WPAG Ann Arbor, Mich., was given a power increase from 250 w to 1 kw on 1050 kc, daytime only. John W. Davis, permittee of KPDQ Portland, Ore., received a grant to increase from 250 w to 1 kw on 800 kc, daytime only.

New Stations

Grants for new stations were as follows:

Phoenix, Ariz.—Maricopa Broadcasters Inc. 960 kc, 5000 w, fulltime, directional antenna night. Owners: Carl D. Haymond, president, (51%), KMO Tacoma engineer and announcer and son of KMO and KIT owner Carl E. Haymond; Frank W. Beer (10%), Phoenix attorney; H. M. Bingham, secretary and treasurer (20%), Washington, D. C. attorney; James A. Murray (10%), and John K. Clarke, vice president (3%), KMO engineer. Granted Dec. 17.

Mt. Shasta, Calif.—Shasta Cascade Broadcasting Corp. 1340 kc, 250 w, fulltime. Owners: Charles Adair and Leo Coffenberry, partners in a department store, and their wives, Eva Adair and Dorothy Coffenberry, jointly own 71.4%; Arthur Adler, commercial manager KMED Medford, Ore., 10.7%; David Rees, KMED chief engineer, 17.9%. Granted Dec. 17.

Stockton, Calif.—Valley Broadcasting Co. 1280 kc, 1000 w, fulltime, directional antenna, night. Owners: Lincoln Dellar (70%), president, owner KXOA Sacramento; Morton Sidley (10%), vice president, sales manager KXOA; Grace Dellar, secretary-treasurer, wife of Lincoln Dellar; California Broadcasters Inc. (20%), applicant for Bakersfield, Calif. station. Granted Dec. 17.

Vallejo, Calif. — California-Nevada Broadcasting Co. 1190 kc, 250 w day only. Owners: Hubert Q. Joucken, 2/3 interest, owner of San Francisco bakery and 1/3 owner KOLO Reno; and David McKay, 1/3 interest, owner 2/3 interest KOLO and account executive KGBS Harlingen, Tex. Granted Dec. 17.

Canon City, Col.—Royal Gorge Broadcasters. 1400 kc, 250 w, day only. Partnership: Raymond M. Beckner (60%), in station management 20 years; Melvin B. Williams (40%), radio engineer and operator 16 years. Granted Dec. 17.

Decatur, Ga.—Eurith Dickinson Rivers. 1010 kc, 1000 w, day only. Owner is son of former Georgia Gov. E. D. Rivers, owner WGOV Valdosta. Formerly with WMJM Cordele, Ga., became WGOV station manager in 1942, and entered Navy in 1944. Granted Dec. 17.

Alton, Ill.—Illinois Alton Broadcasting Co. 1570 kc, 1 kw, day only. Equal partners: R. C. Goshorn, president and chief stockholder KWOS Jefferson City, Mo. and its parent company, Tribune Printing Co.; R. L. Rose, general manager KWOS and Tribune Printing Co. Granted Dec. 17.

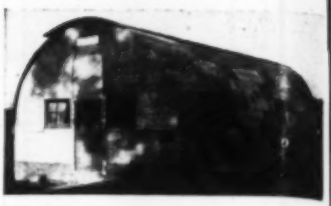
Tell City, Ind.—Tell City Broadcasting Co. 1230 kc, 250 w, fulltime. Owner: James Roland Brewer, WFBM Indianapolis engineer for last four years, former grocery store owner-operator. Granted Dec. 17.

Preston, Md.—Eastern Shore Broadcasting Co. 1370 kc, 1 kw day only. Owners: Harry M. Rieck (34%), president, engaged in farming and poultry business; Max Chambers (34%), treasurer, owns and publishes Preston News, weekly paper, and owns 45% interest in Dorchester News; Eleanor I. Rieck (2.8%), secretary, farming and poultry business; and Marjorie T. Chambers (2.8%), vice president. Granted Dec 17.

Havre, Mont.—North Montana Broadcasting Co. 730 kc, 1 kw, day only. Partners: F. W. Aubin (33-1/3%), physician and surgeon; E. J. Pepin (33-1/3%), Havre city engineer and water department superintendent, also in real estate business; Leo J. Billings (16-2/3%), Marine Corps veteran; George H. Bauer (16-2/3%), with Spokane Air

WAPO-FM Debuts

CHATTANOOGA'S first FM station, WAPO-FM, went on the air last Monday on 94.5 mc (Channel 233) with 250 w power. Station was granted a construction permit in early October [BROADCASTING, Oct. 7] for 37.5 kw effective radiated power. Power will be stepped up as soon as equipment is available, according to Raymond Patterson, co-owner and general manager of WAPO Broadcasting Service, licensee, which also operates WAPO Chattanooga.



QUONSET HUT houses studio, transmitter and offices of WLEX Lexington, Ky. (1340 kc), which began operations Nov. 27. When building restrictions delayed construction of normal facilities WLEX owners, Central Kentucky Broadcasting Co., decided to use quonset to get on air sooner.

Technical Service Command. Granted Dec. 17.

Binghamton, N. Y.—The Binghamton Broadcasters. 750 kc, 1 kw, day only. Partners: Frank H. Altdoerffer (51%), electrical engineer and president and 70% stockholder in Peoples Broadcasting Corp., permittee of WLAN Lancaster, Pa., which also holds FM conditional grant, is also majority partner in Lancaster Electric Supply Co., and interested in other businesses; Andrew Jarema (49%), project engineer employed by War Department at Fort Belvoir, Va. and will be manager of station. Granted Dec. 17.

Utica, N. Y.—Richard H. Balch, president Horrocks-Ibbotson Co., fishing tackle manufacturer. 900 kc, 250 w, day only. Granted Dec. 17.

Reno, Nev.—Voice of Reno. 1230 kc, 250 w, fulltime. Owner: Chet L. Gonce, former personnel manager KXLF Butte. Granted Dec. 17.

Kinston, N. C.—Kinston Broadcasting Co. 1000 kc, 1 kw, day only. Owned by 24 stockholders, all Kinston business men except W. R. Roberson Jr., general manager WRRF Washington, N. C. Others: A. K. Burrus, president; Victor W. Dawson, manager WFNC Fayetteville, N. C., vice president WLPM Suffolk, Va.; John G. Dawson, vice president WFNC, stockholder WLBJ Bowling Green, Ky. Granted Dec. 17.

Rocky Mount, N. C.—Josh L. Horne, manager and president Rocky Mountain Publishing Co., publisher Rocky Mount Evening Telegram and News, 810 kc, 1 kw, day only. Granted Dec. 17.

Stroudsburg, Pa.—Pocono Broadcasting Co. 840 kc, 250 w day only. Partners: (each holding 50%), Harold B. Newman and wife, Anne L. Newman; both were engaged in retail dress shop business at Liberty, N. Y. Granted Dec. 17.

Florence, S. C.—Eugene E. Stone, distributor Texaco products. 970 kc, 5 kw, day only. Granted Dec. 17.

Harriman, Tenn.—Harriman Broadcasting Co. 1230 kc, 250 w, fulltime. Owned by 13 business and professional men and women with 6.666% stock interests each, and J. R. O'Donnell, WLAR Athens, Tenn. program director, 13.-333%. Granted Dec. 17.

Beaumont, Tex.—WCPZ Broadcasting Co. 1380 kc, 1 kw, day only. Partners: William Paul Beville (26%), for 14 years with WWL New Orleans in sales and promotion fields; Louise Beville (25%), his wife; Vincent F. Callahan (13%), formerly with WRC and WMAL Washington, was general manager WWL New Orleans for three years, and one year at WBZ Boston; Florence Anita Callahan (12%), wife of V. F. Callahan, business manager of Surplus News Letter; Eugene M. Zuckert (12%), Washington attorney, and wife Barbara J. Zuckert (12%). Granted Dec. 17.

Childress, Tex.—Golden West Broadcasting Co. 1510 kc, 250 w, day only. Owned by 11 stockholders, with chief interests (25% each) held by Richard M. Hagen, cotton mechant; George D. Cowan, promotion and merchandising manager KASA Elk City, Okla.; Elmer G. Gordon, former theatre manager and cafe owner-operator, Amarillo. Granted Dec. 17.

Rutland, Vt.—Herbert L. Wilson, radio consulting engineer, Washington, D. C. 1000 kc, 1 kw, day only. Granted Dec. 17.

Laramie, Wyo.—Snowy Range Broadcasting Co. 1340 kc, 250 w, fulltime. Equal partners: Carroll S. Mohr, engaged in cattle raising and is Chevrolet dealer at Douglas, Wyo.; Fred O. Rice, in insurance business and owns dry cleaning establishment; Douglas D. Kahle, owns 23% KCOL Fort Collins, Col.; George D. Humphrey, former president Miss. State College, now president U. of Wyoming. Granted Dec. 17.

GORDON GRAY RESIGNS AS STUART MANAGER

GORDON GRAY, vice president and general manager of the Stuart stations—KOIL Omaha, KFOR Lincoln, WDGY Minneapolis—last week announced his resignation, effective last Monday.

Mr. Gray

Charles T. Stuart, president of Central States Broadcasting Co., which operates the stations, told BROADCASTING that Mr. Gray's resignation followed differences of opinion between "ownership and management." He paid high tribute to Mr. Gray's stewardship with the stations and declared that the separation was mutually agreed upon and that the company and Mr. Gray parted "the very best of friends."

Mr. Gray, former midwest manager of The Katz Agency, has not announced his future plans but it is presumed he will continue in the station management field. Mr. Stuart said appointment of a successor would be announced shortly.

A native of Albert Lea, Minn., Mr. Gray went to work on the *Kansas City Star* after graduating from college and later joined Powers & Stone Inc., publishers' representatives, as eastern manager. In 1931 he affiliated with The Katz Agency Inc., New York, transferring in 1937 to Kansas City as manager.

Mr. Gray was appointed manager of KOIL and KFOR, effective June 15, 1944, and when the Stuart brothers acquired WDGY Minneapolis last April Mr. Gray became general manager of all three stations, dividing his time between the Nebraska and Minneapolis operations [BROADCASTING, April 22].

CFBC Added

CFBC St. John, N. B., new 5 kw station, has been added as a supplemental station to Dominion network, and is carrying eight Dominion network commercial programs, *Fred Allen, Eddie Bracken, Take It or Leave It, Carnation Contented Hour, Curtain Time, Bing Crosby, Light Up and Listen,* and *Championship Fights,* according to CBC commercial department, Toronto.

Join Ten-Year Club

THREE new members will be added Dec. 30 to the WHO Des Moines Ten-Year Club at station's annual party at the Hotel Savery. New members are Tom Doonan, control room engineer; Herb Plambeck, farm service director, and Woody Woods, director of public service. B. J. Palmer, president of Central Broadcasting Co., will present watches to the three new members. Club has membership of 43.

WASH-FM Goes on Air Commercially in Capital

WASH-FM Washington went on the air commercially at 6:30 p. m. Dec. 17 after FCC earlier the same day had granted station temporary authorization to use equipment of the former developmental FM station, W3XL. WASH-FM is operating from 3-11:05 p. m. with 750 w on Channel 255 (98.9 mc), but its present frequency is reserved for ultimate assignment to Baltimore. Licensee is Commercial Radio Equipment Co., consulting radio engineers, and also licensee of KOZY (FM) Kansas City. Everett L. Dillard, owner of WASH-FM and Commercial, said the station soon will have a 3,000-w RCA transmitter on the air from new 460-foot site north of Wheaton in Montgomery County, Maryland.

WASH-FM staff, besides Mr. Dillard, includes: Hudson Eldridge, station manager; Larry Carl, program and production director; Leigh Kimball, chief engineer; Tom Reid, supervisor of studio operations; Will Goff, assistant production director; Harlan Strothers, Leonard C. Wright and Lloyd Lohr, engineers.

NEW YORK AD CLUB IN RENEWED HOME

THE ADVERTISING CLUB of New York, whose headquarters at 23 Park Ave., New York, was partially destroyed by fire last June 13, officially moved back into the building Dec. 18. At a special reception restricted to members, Thomas J. Corcoran, Deputy Mayor of the City of New York, unveiled a photo-mural of the city at the clubhouse.

Renovation of the club, according to Eugene S. Thomas, president of the club and WOR New York sales manager, cost $100,000. The headquarters is completely remodeled and modernized with a redesigned lobby and main dining room. The club expects to install about 50 television sets when available.

During the six months since the fire the club occupied temporary quarters at 30 E. 37th St.

Rejoins Hartman

ROBERT COLLINS rejoins the George H. Hartman Co., Chicago agency, in an executive capacity effective Jan. 6. For more than eight years with N. W. Ayer & Son, New York, he has been manager of the radio department of N. W. Ayer since February 1944. Mr. Collins had been business manager of N. W. Ayer since 1940. He onetime had been with J. Walter Thompson Co., *Trade-Ways* and Marshall Field & Co.

Mr. Collins

BAKERY FIRM TO MAKE WIDER USE OF RADIO

FOLLOWING successful results obtained from the use of spot and local programs in the Chicago area, one of Chicago's largest manufacturers of baked products soon will launch a radio campaign on a national level, via a transcribed program, *The Carr Melody Bakers* with John Reed King.

The company, Consolidated Biscuit Co., will merge soon after year's end with J. B. Carr Biscuit Co., Wilkes-Barre, Pa. Consolidated has devoted almost its entire radio budget to the Chicago area, using spots and seasonal programs on WMAQ, WBBM and WIND on behalf of its lead product, "Crackin' Good Crackers."

Coincidental with merger, Consolidated dropped Ruthrauff & Ryan, Chicago, as its agency and has appointed Lynn-Fieldhouse Advertising, Wilkes-Barre, Pa. which will represent both firms. New agency is now readying an advertising campaign, estimated at $600,000, which, in addition to radio, will utilize space in 75 daily newspapers and 800 outdoor billboards.

New FM Station, KISS, Starts With 11 Accounts

BOASTING 11 commercial accounts, KISS (FM) San Antonio, went on the air Dec. 9, operating nine hours daily, 8-11 a.m., 1-4 and 6-9 p.m. Station expects to be operating at a profit within 90 days, according to Howard W. Davis, owner, who also operates KMAC San Antonio.

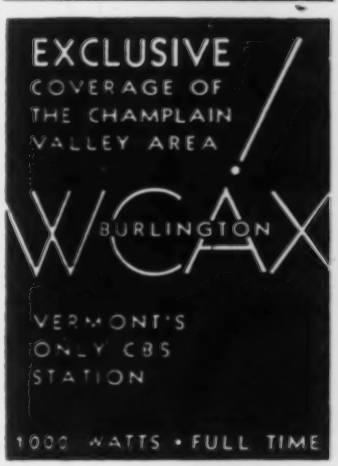
KISS is licensed to operate with 50 kw on 100.1 mc (Channel 261) and will attain its maximum power by November 1947, Mr. Davis said. It was the first conditional FM grant in San Antonio and South Texas, he added.

Temporary studios are located in the National Bank of Commerce Bldg., home of KMAC, but as soon as building restrictions permit, a complete new air-conditioned studio and office facility will be constructed to provide for the combination operation of KMAC and KISS, said Mr. Davis. Present KISS transmitter is located at 319 Ave. A, pending construction of the 50-kw plant eight miles east of San Antonio.

Several Mutual programs are being aired on KISS, in addition to musical programs, local live talent broadcasts, public service features, news and sports.

Participating announcements will not be permitted, although the station will carry some spots on station breaks. E. E. Case, chief engineer of KMAC, also is supervising the technical side of KISS. Tony Bessan is program director; Biff Collie, former KMAC employe recently out of the armed services, is in charge of special events, and Paul Tarrodaychik, another veteran, is an engineer.

The "HAPPY MEDIUM" Station
KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.
FREE & PETERS
National Representatives
John Esau General Manager
KTUL
5,000 WATTS • TULSA



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FINE TRANSCRIBED
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Tailored to Your Measure
ROBERT EVANS PRODUCTIONS, INC.
113 W. 57th St. PL 9-4545

WHO
is "Listened-to-Most"
in 74 of
Iowa's 99 Counties
(No. 2 Station is "Listened-to-Most" in 11 Counties!)
Write for complete facts!
50,000 Watts · Des Moines
Free & Peters, Representatives

WCKY
the 50,000
watt voice
of Cincinnati

The Nunn Stations
4 ABC
1 CBS
5 ★
★ IMPORTANT MARKETS
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• Ashland, Ky. } ..... WCMI (CBS)
• Huntington, W. Va. }
• Knoxville, Tenn. ..... WBIR (ABC)
• Lexington, Ky. ..... WLAP (ABC)
• Mobile, Ala. ..... WMOB (ABC)

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RADIO'S AID IN U. S. BOND DRIVES PRAISED

MORE THAN $2,100,000 worth of radio time was donated to promotion of the U. S. Savings Bond fall campaign, Brent O. Gunts, radio director of the Savings Bond Division of the Treasury Dept., reported last week.

Radio, said Mr. Gunts, was a leader among all media in contributing to the success of the drive. During 1946 a total of more than $7,000,000 worth of time was provided by local broadcasters, networks and sponsors to the bond campaigns, he reported.

Meanwhile, the Treasury Dept. announced the discontinuance of its current transcribed series, *Treasury Salute*, effective Dec. 28. This series has been presented weekly by more than 1,000 stations, Mr. Gunts said.

Savings Bonds' two regular shows, *Treasury Bandstand* on CBS and *Bands for Bonds* on MBS, will continue. Extensive bond promotion by radio is planned for 1947.

Pay in Advance

NEWLY formed Los Angeles area recording firms must pay musicians in advance of cutting sessions, according to edict of Los Angeles Musicians Mutual Protective Assn., Local 47, AFM. In past, recorders were granted two-week period in which to pay performers following a cutting date. Pre-pay regulations were put into effect because one new firm recently defaulted on musicians' salaries and is now making payments by degrees. Old established recorders will be permitted to continue payment under the original system.

Radio to China

TRANSMISSION of radio programs, facsimile and telephone is provided in the first international communications contract signed by the Republic of China since the war, with Mackay Radio & Telegraph Co., operating subsidiary of American Cable & Radio Corp. Under the contract, announced last week by Warren Lee Pierson, ACR president, Mackay will provide radio-telegraph service between China and the U. S. Programs, facsimile and photos will be transmitted on mutual agreement of both parties.

WU Reports Losses

LOSSES of approximately $22,000 a day were reported by Western Union president, Joseph L. Egan, in a letter addressed to FCC Chairman Charles R. Denny Dec. 16, He states "the financial situation presently faced by Western Union is both urgent and critical" and urges the Commission to furnish some "degree" of immediate relief pending a decision on present Western Union petition for a 15% rate increase.

NEWLY-FORMED WGR Broadcasting Corp. has purchased WGR Buffalo from Buffalo Broadcasting Corp. Principals who arranged purchase were: Seated (l to r)—Edward J. Gorono, BBC counsel; Leo J. Fitzpatrick, chairman of WGR board, and I. R. Lounsberry, WGR president and general manager; standing (l to r)—Edwin F. Jaeckle, BBC counsel; Norman E. Nobes, WGR secretary-treasurer, and Raymond J. Meurer, counsel for WGR.

Important Posts at WGR Given to Greene, Cohen

Mr. Greene

Mr. Cohen

APPOINTMENT of F. Robert Greene as assistant general manager and Nat L. Cohen as sales manager of WGR Buffalo, has been announced by the station's new owners, WGR Broadcasting Corp. Both men were associated with Buffalo Broadcasting Corp. stations WGR-WKBW before the recent reorganization which resulted in separation of the two outlets. (Story of WKBW staff appointments following reorganization appears on page 30.)

Mr. Greene has been in radio since he joined the BBC sales staff in 1934. During his years with WGR-WKBW he had experience in time sales, continuity, commercial script, programming and production. Mr. Cohen entered radio sales when Buffalo Broadcasting Corp. was operating stations WKEN WMAK WGR and WKBW, later consolidated into WGR-WKBW.

Both men will continue to contact local and national advertisers, with representation in the national field by Free & Peters Inc., the WGR management announces.

XETZ to CBS Group

XETZ Tezuitlan, Puebla, Mexico, has joined the CBS Network of Americas, bringing the total number of CBS stations throughout Central and South America, Mexico and the Caribbean to 124.

Study 1947 Plans

SOUTHWEST NETWORK officials and managers of affiliated stations, (CBS outlets), met in El Paso, Tex., on Dec. 8 to make 1947 program and sales plans. Representing the network were: Dorrance D. Roderick, president; Val Lawrence, general manager; Carl Dunbar, sales manager. Station representatives included: Frank Junell and H. C. Watson, KROD El Paso; Hillis Bell, KSIL Silver City, N. M.; Norman Loose, KAVE Carlsbad, N. M.; Cecil Trigg, KOSA Odessa, Tex.

Start Construction

CONSTRUCTION OF WGN's television station, expected to be in operation in May or June, is now under way, according to Carl J. Meyers, director of engineering. Call letters for the new station, Chicago's second, will be WGNA following approval last week by the FCC. WGNA will telecast on channel 9 (186-192 mc) with an effective video power of 18.4 kw and an audio power of 11 kw, Mr. Meyers said. Transmitter will be located on the 29th floor of Tribune Tower.

Panel 2 Discontinued

PANEL 2 of the Radio Technical Planning Board, concerned with allocation problems, has been discontinued, C. J. Jolliffe, chairman of the panel, announced last week. "In general," his letter to members of the panel states, "the allocation problems of the various services can best be handled in the panels responsible for the services, and a special panel on allocation needs to function only on problems involving conflict between services." RTPB Panel 10 also has been discontinued.

Aviation Industry Wants FCC Appointment; Clements Urged

RENEWED support of the candidacy of J. Burke Clements, Montana Industrial Accident Board chairman, for the vacancy on the FCC was reported last week as activity developed for filling the commissionership left open when former chairman Paul A. Porter decided not to return to that post from the OPA.

While details were lacking, it was learned that Sen. Burton K. Wheeler (D-Mont.) who originally espoused Mr. Clements' candidacy early in 1946, had renewed the suggestion in a communication to President Truman. Mr. Clements, 41, is described as a liberal Democrat and as a staunch believer in the free enterprise system.

Aviation Interested

Simultaneously the aviation industry, with a big stake in communications, has gotten behind a candidate of its own. The name of Paul Goldsborough, Transcontinental & Western Air Inc., former communications chief and former president of Aeronautical Radio Inc., aviation communications common carrier, has been advanced.

Mr. Goldsborough, in his middle-fifties, was a captain in Naval Communications during World War II and served as an Army major in radio during World War I. Well-known in Washington radio and communications circles, he has a rich background in technical radio but no direct experience in broadcast operations. He has attended numerous hemispheric and world conferences involving allocations. A native of Minnesota, Mr. Goldsborough hasn't voted since 1932, although at that time he is reported to have registered as a Republican.

Mention of these new names did not block out, of course, others who are considered eminently qualified for the vacancy. The emphasis appears to have been on the technical side rather than legal or through state commission ranks. But sight isn't lost of the fact that the Administration will have many defeated members of Congress seeking Federal posts and that a "lame duck" appointment is not improbable.

Possible Candidates

Among those whose candidacies have been espoused in one way or another are: George P. Adair, chief engineer of the FCC; Commodore E. M. Webster, Coast Guard retired, director of telecommunications of the National Federation of American Shipping Inc.; Maj. Gen. Harry G. Ingles, Army chief signal officer who leaves that post in February; Brig. Gen. Frank E. Stoner, former assistant chief signal officer, now with United Nations, and Lt. Comdr. A. L. Budlong, former allocations head of the Coast Guard, now senior assistant secretary of the American Radio Relay League.

Mr. Porter, at home last week with a heavy cold, has not yet made known his decision as to his availability for the presidency of Broadcast Music Inc., wholly-owned industry music reservoir. He is slated to leave January 10 for Athens as head of the economic mission to Greece, with personal rank of ambassador. He expects to return in March but prior to his departure will make known his plans following this "trouble-shooting" assignment.

A report also gained currency last week that Comr. E. K. Jett, only technical member of the FCC, has received an outside offer and might leave the Commission. Mr. Jett has received a number of offers, it was learned authoritatively, but does not contemplate accepting any of them now.

Mr. Jett, a retired Naval lieutenant, was formerly FCC chief engineer and prior to that was assistant chief engineer. He has been identified with radio regulation virtually since the creation of the original Federal Radio Commission 20 years ago when he was loaned by the Navy Dept. for what was to have been a temporary assignment. He has worked closely with Chairman Denny, particularly in the handling of weighty allocations problems affecting all communications media. An independent, politically, Commissioner Jett served as interim chairman of the FCC after James Lawrence Fly resigned as chairman in November 1944, and before Mr. Porter assumed the chairmanship in January 1945.

New Regional Network Is Started in California

NEW regional network, called California Rural Network, has been started by W. L. (Bill) Gleeson, operator of KPRO Riverside. Aimed at blanketing Imperial Valley as well as area running from Victorville to Mexican border, components of new regional network except one, are owned and operated by Broadcasting Corp. of America.

Besides KPRO, included are KROP Brawley, KREO Indio and KICO Calexio. Now under construction, latter station with 250 w on 1490 kc is owned by Charles R. Love, brother-in-law of Mr. Gleeson, and starts operating in about two months.

Cup to Ad Club

THE ADVERTISING Club of New York Dec. 11 was presented an inscribed silver cup by the Kemsley Newspaper of London in recognition of the friendly relations between the American and British advertising professions. Presentation was made by the Right Honorable Oswald Berry on behalf of his father, Viscount Kemsley, and was accepted by Eugene S. Thomas, WOR New York sales manager, and president of the club. Ceremony took place at a luncheon in the club's temporary quarters at 30 E. 37th St., New York.

Moscow on BBC

BRITISH radio listeners will hear their first live broadcast from Moscow since the war Thursday when BBC picks up a program of Russian folk music. On Christmas Day BBC will pick up from 19 locations in Britain, Europe and countries of the British Empire in its annual Christmas roundup. King George speaks at 3 p.m. GMT (10 a.m. EST).

99-Page 1946 Yearbook and Directory Of Radio Farm Directors Is Off Press

NINETY-NINE page 1946 yearbook and directory of the National Association of Radio Farm Directors, edited by Charles A. "Chuck" Worcester, WMT Cedar Rapids-Waterloo farm service director and vice president of NARFD, is off the press. The yearbook summarizes what NARFD has done during 1946 and presents a picture of farm broadcasting in the United States.

A personal directory of persons who are active in farm broadcasting, together with pictures and a life summary of each, is included. There is also a membership index listing numbers of the pages on which information about each individual can be found.

In a section headed "What Do RFD's Think of Their Work" various members of NARFD tell what they think the aims of farm broadcasting should be. Other sections contain brief comments from NARFD members on such subjects as the use of field recordings in farm broadcasting, plans for coverage of state and county fairs, promotion ideas, off-the-air activities, holiday shows and contest ideas.

Another section gives a brief history of NARFD, founded in 1943, and reports of the president, secretary treasurer and various committees. Committee membership is listed at the back of the book.

The yearbook is a planographed job done by John S. Swift Co., Chicago, and is profusely illustrated.

THE ADVERTISING Council, New York, has announced that approximately 100 of the country's advertising agencies have served as council task forces on more than 170 public service campaigns sponsored by council in cooperation with government as well as private organizations. Distribution of council campaign materials is made regularly by AAAA to total of more than 1,000 recognized agencies.

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

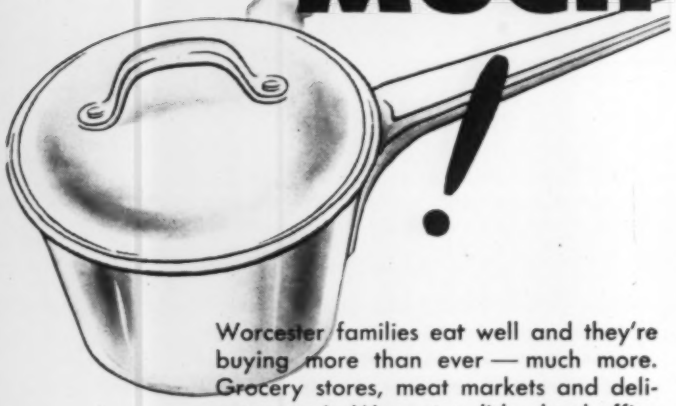
✓+✓✓!
NBC on 590
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

FARM STATION?
YES! FOR TWENTY YEARS OUR ENTERTAINMENT AND SERVICES HAVE BEEN PLANNED FOR FARMERS IN KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

Never Mind WHAT'S Cookin' In Worcester

But

HOW MUCH



Worcester families eat well and they're buying more than ever — much more. Grocery stores, meat markets and delicatessens in Worcester did a land office business of $44,431,000 in 1945. That's 78% more than in 1940 and 53% (that's right) above the national and 18% above the state average. Per capita sales in these stores alone amounted to $228 as compared to $149 for the nation. A high, stable income among Worcester's 500 industries makes this great Central New England market (a city of 200,000 — a market of 500,000), a boon to advertisers who take advantage of its tremendous buying power. Spearhead your sales program to this $300,000,000 market through WTAG, the station with a greater audience than all other stations heard in the area combined.

WTAG

PAUL H RAYMER CO.
National Sales Representatives

BASIC CBS

WTAG-FM
WORCESTER

580 KC
5000 WATTS

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

Temple University Radio Courses Ready for Spring Semester

COMPLETED plans for four-year courses in radio, speech and theatre at the new Temple U. Radio Institute, which were announced Dec. 15, will be open to students at the beginning of the spring semester Feb. 17 [BROADCASTING, Apr. 15]. The courses are made possible through the cooperation of WFIL and WFIL-FM Philadelphia.

Announcement was made by Dr. Robert L. Johnson, president of Temple U., Roger W. Clipp, general manager of the stations, and Armand Hunter, chairman of the new university department.

Studios and workshops will be built on the Temple campus with construction to start immediately. Pending their completion, Mr. Clipp is making available WFIL and WFIL-FM studios.

Mr. Hunter outlined the four-year course to include basic background subjects required in Liberal Arts and Sciences curriculum. To speed the program, courses ordinarily offered in the fourth year will be included immediately as elective subjects.

Following is a break-down of courses to be offered under the groups of Radio, Speech, and Theatre:

RADIO: Introduction to Radio; Fundamentals of Radio Broadcasting (two semesters); Utilization of Radio in Education; Radio Announcing (two semesters); Radio Acting (two semesters); Radio News Editing and Broadcasting; Radio Advertising; Radio Sales and Promotion; Radio Station Management; Radio Engineering; Music for Radio; Radio Writing (two semesters); Radio Production Directing ((two semesters); Radio Program Planning and Building (two semesters); Teaching of Radio; Studies in Radio Writing and Production (two semesters); and Seminar: Problems in Radio.

SPEECH: Fundamentals of Speech (two semesters); Public Speaking (two semesters); Argumentation and Discussion Methods (two semesters); History and Development of Oral Communication (two semesters); Speech for the Elementary Teacher, and General Semantics.

THEATRE: Introduction to the Theatre; Fundamentals of Technical Theatre (two semesters); Fundamentals of Theatre Acting and Directing (two semesters); Acting and Directing (two semesters); History of the Theatre (two semesters); Studies in Theatre Practice (two semesters); Playwriting (two semesters); Advanced Design (two semesters); Advanced Acting and Directing (two semesters), and Seminar: Problems in Theatre.

ROGER W. CLIPP, left, signs the check that is WFIL and WFIL-FM's share in cost of setting up Temple U.'s new department of radio. Dr. Robert L. Johnson is at right and Armand Hunter, standing.

Plans are also being made for courses in television and cinema.

Mr. Hunter revealed a cooperative agreement at the conclusion of the conferences with Dr. Johnson and Mr. Clipp. The agreement stated:

Temple Radio Institute will provide a number of programs for use on WFIL and WFIL-FM, particularly those of public interest nature for the benefit of the city and the surrounding communities; programs of an experimental nature will be developed, especially along lines that have not been acceptable as commercial shows; students will first prepare programs and schedules for broadcast on the campus only before turning to the preparation of material for actual broadcasting to general audiences, and WFIL and WFIL-FM staff personnel will be called upon to assist in specialized instruction to augment Temple's permanent Radio, Theatre, and Speech faculty.

Miller to Coast

JUSTIN MILLER, NAB president, left Wednesday evening for the West Coast. He will headquarter at the NAB West Coast office in Los Angeles, leaving in early January for the Jan. 5-7 board meeting followed by the Jan. 8-10 meeting of the three West Coast districts at San Francisco and the Jan. 13-15 meeting of the 14th mountain district at Salt Lake City. He will return to Washington after the Salt Lake City meeting. Executive Vice President A. D. Willard Jr. remains at Washington headquarters until his departure later this month for the West Coast meetings.

NBC 10-Year Club

FIFTEEN employes of the NBC Central Division were initiated into the NBC 10-Year Club at a dinner meeting in the Drake Hotel, Chicago, Dec. 13. New members of the club include Margaret Neiss and Mary Kelly, advertising and sales promotion; Steven Roche, supervisor of communications; Peter Roski, supervisor of air conditioning; George Creech, manager of local sales traffic; James McEdwards, network sales; Laura Satterwhite, program booking supervisor; Don Marcotte, manager of music library; Edwin Cerny, supervisor of transcriptions; Eric Danielson, supervisor of program traffic, and Aryl Aldred, Robert Fitzpatrick and Donald Howser, transmitter department. Charter members of newly formed NBC 20-Year Club will be Howard Luttgens, division engineer; T. E. Schreyer, operations supervisor, and E. C. Carlson, manager of advertising and promotion.

UN Asks Freedom Conference in 1947

To Include Working Radiomen Among Others

UNITED NATIONS General Assembly, meeting for the last time this year on Dec. 14, unanimously passed a Philippine resolution calling for an International Conference in 1947 on freedom of information.

Delegates to the conference shall include "in each instance persons actually engaged or experienced in press, radio, motion pictures and other media for the dissemination of information," the resolution said.

Proposed Agenda

Brig. Gen. Carlos P. Romulo said that the Conference "may take up such matters as the outlawing of government censorship in times of peace; the extension of reasonable facilities to bona fide press, film and radio correspondents to travel and reside in the territories of the member states, and to distribute and transmit news without discrimination, and the possibility of drawing up an international code of ethics for journalists and other persons engaged in the dissemination of news."

Place of the conference was left to the discretion of the Economic and Social Council, which will meet in New York in February. The Assembly approved a sum of $28,000 to cover costs of such a conference if it is held at UN headquarters in New York. The Conference will report its meetings to the next regular session of the General Assembly.

MORE BLUE BOOKS NOW READY AT GPO

COPIES of FCC's Blue Book, whose circulation figures already exceed 11,500, are now available at the Government Printing Office, at 25 cents each.

FCC's initial supply of approximately 5,000 copies was exhausted shortly after the report ("Public Service Responsibility of Broadcast Licensees") was issued last March 7. NAB had 6,500 copies printed and about 1,000 of these are still available at NAB headquarters, also at 25 cents each. The Federal Communications Bar Assn. also had a printing made from NAB plates.

FCC officials said an increased demand for copies has been evident since Chairman Charles R. Denny's speech discussing the Blue Book at the NAB Convention in October [BROADCASTING, Oct. 28]. Arrangements for reprinting several thousand copies were made by FCC with GPO, which also will handle their distribution. Orders should be addressed to Superintendent of Documents, Government Printing Office, Washington 25, D. C.

50 kw High Band FM Permit Is Asked to Test New Tubes

50 KW OPERATION in the high FM band is requested in an application filed with FCC by Radio Diablo, San Bruno, Calif., seeking to prove recent transmission tube developments of Eitel-McCullough Inc., tube manufacturing firm. Owners of the firm also have major interests in Radio Diablo which holds a conditional FM construction permit for San Bruno.

The applicant requests special temporary authority for conducting of transmitter, antenna, transmission line, program and audio tests beginning about Jan. 1 and using power up to and including 50,000 w antenna input, on channel 249, 97.7 mc. The request further seeks permission to operate a 50 kw FM broadcast station starting March 1 at the latest.

J. A. McCullough and W. W. Eitel, principals in the tube research and manufacturing firm, are vice president and treasurer respectively of Radio Diablo. Each also holds 25.64% interest in the permittee as does Orrin H. Brown, president, who is an Eitel-McCullough executive.

Permanent Site

Permanent site for the new transmitter is located on the summit of Mount Diablo, overlooking San Francisco Bay area's Central Valley, but because of winter construction handicaps and in order to be near the tube firm's laboratory the temporary request asks that the test operation be permitted in San Bruno. A temporary composite, six-bay turnstile antenna with field gain of 1.92 and horizontal polarization would be used. Its overall height of about 80 feet (85 feet mean sea level) would place its radiating portion about 25-30 feet above the ground. An open wire transmission line would be used. With this temporary setup, the FM station would serve several hundred thousand people in the basin of the Bay area, the application states.

The applicant seeks permission to commence intermittent program operations at any time between Jan. 1 and March 1 with a regular daily program schedule of six hours (8 p. m. median) to be maintained by the latter date. By locating the test transmitter near the Eimac laboratory it will be under the supervision of Eimac engineering personnel. The petition states that the laboratory staff is the group responsible for the availability of successful power tubes used by nearly all new band FM broadcasters.

The middle frequency of 97.7 mc was chosen, it was said, as it would be more applicable to the band as a whole. A lower frequency might not be too easily adapted for 50 kw operation and a higher frequency might pose such problems as to unnecessarily delay the advent of high power FM operation. The applicant stated that it already has on hand a 3 kw and a 10/15 kw rf power amplifier which have been in operation for nearly a year delivering up to 15 kw of 110 mc rf power into a dummy load. These units would become driver stages on the new 50 kw unit, it was said, and a power supply capable of handling the high power operation also is on hand. The 50 kw power amplifier, antenna and power line are under construction.

Technical details of the new circuits and tubes were not divulged. The record did give tube identifications, however. In the buffer and intermediate power amplification stages one Eimac 4-125A I.P.A. tube would be used if needed and four Eimac 4X500/X404 I.P.A.; two Eimac 3X2500A3 I.P.A. In last radio stage: two Eimac 3x10000A/X444 or eight Eimac 3X2500A3.

Radio Diablo in September was granted its conditional CP for a Class B FM outlet in San Bruno.

NAB and NRDGA Boost TV Film Commercials

CAMPAIGN to promote use of televised commercials on film by national manufacturers for placement on television stations by local retailers has been started by a joint committee of the NAB and National Retail Dry Goods Assn., according to Frank E. Pellegrin, NAB Director of Broadcast Advertising.

Some department stores already experimenting in the visual medium, he said, find commercials a difficult problem and are interested in filmed material. Such commercials available for local firms would aid in use of the medium, according to Mr. Pellegrin, and would increase the interest of manufacturers and retailers in all forms of radio. Especially mentioned were makers of ready-to-wear and accessories, not generally heavy users of radio.

Era of Easy Sales Believed Near End

Tough Road Ahead, Executives Say at Chicago Meeting

THE NEW YEAR will see the end of the wartime "sellers market," in the opinion of at least two business executives who spoke at the 45th annual convention of the *Chicago Tribune* advertising department, Dec. 10.

Arthur E. Tatham, president of Tatham-Laird Inc., Chicago agency, and Richard Cooper Jr., president of R. Cooper Jr. Inc., distributor of General Electric company products, both declared the change in buyer attitude will emphasize more than ever the need for carefully selected advertising media that are "strong, efficient, and economical."

"Competition will be tough and a lot of distress merchandise will go on the market in the next six months," Mr. Tatham prophesied.

Mr. Cooper said that in at least some phases the country is already in the buyers' market. This calls for use of effective selling weapons, he declared. Other speakers at the three-day convention, attended by 500 advertising people, included Thomas Ryan, sales promotion and advertising manager of the Peoples Store; Louis Goldblatt, executive vice president and general merchandise manager of Goldblatt Brothers Inc., Don Smith, advertising and sales promotion manager of Wilson & Co., and Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*.

Winter Golf League

WINTER GOLF League of Advertising Interests will hold its 39th annual championship matches at Palm Beach (Fla.) Golf Club Jan. 19-25, R. P. Clayberger, president, announces. The Breakers Hotel will be tournament headquarters. Officers of the League besides Mr. Clayberger are: E. J. Barber, New York, Robert Lansdell, Hackensack, N. J., Kurt E. Volk Jr., Bridgeport, Conn., Jerome B. Gray, Philadelphia, and Elmer Rich, Chicago, vice presidents; Ray McCarthy, New York, secretary; Chauncey L. Williams, New York, treasurer.

To All of You . . .
Best Wishes for Christmas and
The Coming Year

* Reg. U. S. Patent Office

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W 65 St 23 | SAN FRANCISCO 1050 Howard St 3 | LOS ANGELES 1000 N. Seward St 38

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.

Wanted—Man for continuity directorship in active, large market independent. Must know his business and be able to handle several writers; also write a daily special feature show. Salary approximately $4,000. Send picture and complete data first letter. Box 337, BROADCASTING.

Announcer — Good voice and diction. Must be experienced. Station in southwest. Housing assured. Send story, E. T. and photo. Box 376, BROADCASTING.

Engineer—First class license. Must be experienced in construction and maintenance. Station in southwest. Housing assured. Send complete background. Box 377, BROADCASTING.

Wanted: First class operator by 5 kw midwest station. Broadcast or radio service experience desirable. State background and salary required. Box 382, BROADCASTING.

Station manager, 250 watts in southern town of 15,000. Must have first class license, be versatile, have good personality. Chance for investment if party proves satisfactory. Box 401, BROADCASTING.

Engineer-announcer, combination man needed 250 watt station in south. Chance for advancement. Ideal working conditions. Write Box 402, BROADCASTING.

General manager to assume complete operating charge of new metropolitan station in Pennsylvania for which CP has been recently granted. If you are not qualified in all phases of station management and interested in permanent position with aggressive station, please do not reply. Top salary with profit sharing plan will be paid the right man. Write in first letter full details of qualifications, experience, present employment, how soon available, past, present and expected earnings. Send photograph. Box 418, BROADCASTING.

WTUX, Wilmington, Delaware is accepting personnel applications for complete staff. Box 420, BROADCASTING.

Program director for new 1000 watt daytime station in progressive North Carolina city. Send photograph, references, and experience. Box 421, BROADCASTING.

Openings—Complete station staff. Radio's Reliable Resources, Personnel Service, Box 413, Philadelphia.

Program director-announcer, young lady, continuity-office position, engineer-announcer. New station, Tifton, Georgia. Details to Wm. Shepherd, 11 South Main, Lafayette, Georgia.

Two transmitter operators wanted at brand-new 250 watt CBS affiliate in the sunny southwest. Jobs open immediately. Wire or write Ed Talbott, KOSA, Odessa, Texas.

Engineer-announcer. Write giving experience, salary requirements and telephone number. WSSV, Petersburg, Virginia.

Help—Can use good solid announcer, also advertising salesman. Other useful radio people write giving qualifications and references. Announcer to start Dec. 21—Station WOLS, Florence, S. C.

Commercial manager — Salesman, 20% commission-drawing account. Must have car, be experienced and willing to work. No sales directors please. WOSH, Oshkosh, Wisconsin.

We are enlarging our announcing staff in preparation for moving into a new studio building. If you have experience, like to work with a congenial staff, and like to look out your window and see sunshine practically every day in the year, wire or write at once giving experience and salary expected. KTSM, NBC affiliate, El Paso, Texas.

First class licensed engineer. Need not be experienced. A station where the engineer does nothing but engineering, under the highest possible standards. Write R. T. Mason, WMRN, Marion, Ohio.

Help Wanted (Cont'd)

Combination announcer-engineer, first class ticket, good voice for Alaska station. Transportation from Seattle and return paid on year contract. Good salary and working conditions. Edwin A. Kraft, 708 American Building, Seattle, Washington.

Wanted at once — Versatile all-round staff announcers. Only experienced men considered. Rush disc to WMMJ, 408 Fulton St., Peoria, Illinois.

Time salesman wanted. Here is your chance to make more money. Liberal drawing account and commission. Permanent. Excellent opportunity for advancement. Give full qualifications and experience. Frank Kaull, Sales Manager, KLO, Ogden, Utah.

Wanted—Transmitter engineer. First class license. Write to Chief Engineer, WIBX & WIBX-FM, Utica 2, New York.

Combination men for new station opening, Tucson, Arizona. State qualifications in letter. Old Pueblo Broadcasting Co., 77 North Court.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ, Helena, Montana.

Wanted—First class licensed operators with announcing experience. Contact Manager, KXLK, Great Falls, Mont.

If you are a top flight versatile announcer with a first class radio telephone license there is an opportunity immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the west's most alert stations. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent chances for advancement wire or write immediately to Lincoln Dellar, Manager KXOA, the Mutual Don Lee station, Sacramento, California.

Richmond, Virginia new daytime kilowatt on 720 kc now accepting applications chief engineer, program director, announcers, control operators, continuity, reporters, disc jockey. Veterans preferred. State full details, including starting salary with photo, disc, etc. D. H. Robertson, 418 Lyric Bldg., Radio Virginia.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Station manager. New 250 watt AM Endicott, N.Y. Excellent market. Man must have had all-round experience, and competent to organize staff, assist in studio layout. Excellent opportunity right man to grow with sound organization. Write J. H. Ottaway, c/o Endicott Bulletin, Endicott, N. Y.

Wanted: Dependable, experienced announcer, capable of handling some sports; must be able to assume responsibility for building own programs, age over 25 years. Address full details to WJBC, Bloomington, Illinois.

Local salesman—Experienced, ambitious salesman with 1 kw station in central Illinois. Give details and salary expected in first letter. Box 438, BROADCASTING.

Program director—For FM station now in construction in northern middlewest. AM license pending. Must be able to announce. Musical knowledge desirable but not essential. Opportunity to grow with new operation. Box 443, BROADCASTING.

Radio instructors wanted. Must have first class phone license plus three years practical experience. Good working conditions and good pay. Box 444, BROADCASTING.

Wanted—Young lady experienced as copywriter able to take shorthand, type, do air work and be generally useful with New England network affiliate. Write complete qualifications and salary expected in first letter—48 hour week. Box 445, BROADCASTING.

Help Wanted (Cont'd)

Disc jockey with good knowledge all types of records. Must be a definite personality. Send ten or fifteen minute off the air recording if possible, otherwise straight audition disc and any proof of mail pull you may have. Adequate salary. Address Bernie Adams, Program Director, WPDQ, Jacksonville, Florida.

Situations Wanted

Engineer: Sixteen years experience AM/FM, construction, maintenance, operation. Desire chief engineer position. First telephone & telegraph licenses. Available immediately. All inquiries answered. Box 331, BROADCASTING.

Attention 250 watters—progressive young manager with proven results in sales and station building desires change to better climate. A real radio man and good civic worker. Box 411, BROADCASTING.

First class engineer, 25, single. Two years college, 3½ thorough experience microphone to antenna. Former assistant chief of kilowatt. Want permanent position. Box 413, BROADCASTING.

Man with excellent administrative and promotional experience plus fine musical background desires connection with agency or station as program-production manager. Outstanding references. Box 414, BROADCASTING.

Announcer, newscaster, disc-jockey on metropolitan and basic stations. Prefer deejay duties with some programming or acting to do. Minimum $60. Available January 1st. Box 415, BROADCASTING.

Bookkeeper-office manager. Single, two years experience handling traffic, all bookkeeping, office details for outstanding small station. Excellent references, anywhere in U. S. Box 416, BROADCASTING.

Announcer-newscaster. Young man desires announcing or newscasting-writing position with progressive station. Year's announcing experience with Washington station plus 2 years specialized news program writing in nation's capital. College education. Box 417, BROADCASTING.

Radio director-account executive desires change. Successful agency and radio station background in radio production, writing, sales. Box 422, BROADCASTING.

News editor-announcer, sports play by play, employed, experienced. Box 423, BROADCASTING.

Announcer—thoroughly experienced programming and production. Now working fifty thousand watt station—news, ad-lib, audience participation, kiddy shows, and records. Married, thirty-five years old, good reasons for desiring change. Available thirty days. Box 424, BROADCASTING.

Young, versatile, a voice that sells. Experienced spot commercials, news, narration, commentary, discs, etc. Trained announcer's school in Radio City. Veteran, single. Desire permanent position as announcer with progressive station. Available immediately. Box 425, BROADCASTING.

Announcer-newscaster. Working but available. Six and one-half years experience. Well known voice, in city of 500,000. Experienced as disc jockey and board. Former radio correspondent with the U. S. Navy. Dependable, versatile and not a floater. Midwest preferred. Box 426, BROADCASTING.

Your Christmas gift awaits you. Versatile announcer wants job with 250 watt. Anywhere, prefer midwest. Grad. radio school. No experience. Will work hard. Responsibilities, wife, child. Box 427, BROADCASTING.

Announcer seeking an opportunity. Graduate of leading New York announcers school in Radio City. Presently employed in large New York radio station. Will travel. Disc available. Box 429, BROADCASTING.

To make your dollar go further please note—Experienced announcer, record shows, newscasting. Continuity and copy writing. Graduate Radio City radio school. Also experience in Armed Forces network. For more details write Box 430, BROADCASTING.

Ex-network freelance artist, returned veteran, desires station association announcing or writing. Actor-narrator CBS Chicago. Wrote, produced, announced AFRS dramatic, variety shows. NBC trained announcing, commercial writing. Write for audition disc and sample commercial and dramatic copy. Box 432, BROADCASTING.

Station manager. Well-rounded background. Prefer new station. Box 431, BROADCASTING.

Situations Wanted (Cont'd)

Announcer: Experienced in disc shows, news, remotes, now with New England station, desires connection within 200 miles of New York. Personal interview preferred. Box 434, BROADCASTING.

Announcer. Experienced, news, platter shows, commercials. Disc and references available. Married and settled. C. Newcomb, 139 Lilypond Avenue, Staten Island 5, New York.

Experience counts! Here's mine. 2½ years chief engineer NBC affiliate, 2½ years program director NBC affiliate. Experienced continuity writer. 1 year radio theory instructor. 1 year air lines radio station. 3 years ship radio officer. Prefer employment southern or western station. Address Box 435, BROADCASTING.

Desire position as announcer for experience. Attended School of Radio Technique, Radio City. Ambitious. Age 25. Veteran. Box 437, BROADCASTING.

Available now. Telephone first. Experienced maintenance engineer. Collins, WE, RCA, composite, 250 watts. Amateur W8LVG. Tackles construction. Former chief WFVA. $225.00 month plus furnished quarters. Man and wife. W. S. Crooks, R #2,, Loudonville, Ohio.

Available February. Young man, position as announcer desired, preferably disc jockey. Experienced five years booking, managing, continuity, interviewing. Excellent references. Prefer New York, New Jersey or vicinity. Write Edward J. Toby, 35 Park Avenue, Port Washington, New York.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Ex-Army officer desires job as announcer-writer. No professional experience; graduate of nationally recognized workshop course. Single. Available immediately. Go anywhere. Wallace G. Briggs, 769 E. 7th Street, St. Paul, Minnesota.

Attention—New York! Topflight announcer available on short notice. RRR, Box 413, Philadelphia.

Program director—Prefer small network station in Pennsylvania or adjoining state. 3 years all around radio experience. Box 439, BROADCASTING.

Announcer-newscaster: Young married man 27, graduating January 14 from recognized radio college. Seeking chance to prove himself. Acting background, capable ad-libbing. Has disc, photo, references. Prefer SW locale. Charles Miller, 1020 Wellington, Chicago.

Announcer. Bright ideas. Versatile. 2 years experience N.Y. station. Commercials, newscasting, narration. Will travel. Box 440, BROADCASTING.

Assistant to public service or women's program director. College honor graduate. Ambitious, intelligent, personable. Writing ability and pleasant voice. 2 years excellent overall experience with 50 kw regional station. Write Box 441, BROADCASTING.

WANTED!

Disc Jockey-Announcer

If you're looking for a step up—this is it. 5000 watt progressive network affiliate in a major midwest market has opening for talented disc jockey-announcer, aged 24 to 30, who has style, originality, and ability. Send complete background information, audition disc, and references to

Box 442, Broadcasting

TRANSCRIPTION

company will sell
your program
in coast-to-coast campaign.
BOX 368, BROADCASTING

Situations Wanted (Cont'd)

Experienced announcer-newscaster-writer; college, vet, 27, operate controls; available immediately; prefer middle Atlantic states. Box 446, BROADCASTING.

Local news editor wants job with station desiring its news editor to do news. Can gather, write and present local news that gets listeners. 2 years experience newscasting and announcing. Better than average. Prefer west coast. Write Box 447, BROADCASTING.

For Sale

Due to duplication following brand new equipment for immediate delivery: Raytheon RR 30, 3 channel remote amplifier—$235; Presto 62 A transcription unit complete—$495; Rek-O-Kut G2 transcription turntable—$115; Rek-O-Kut master pro recording mechanism 500 ohm cutter, 120 line—$165; RCA MI 12211 bridging amplifier—$85; portable case for Presto 6N recorder—$35; Presto 32 A outside in screw—$25; or entire lot for $1100. Box 419, BROADCASTING.

For sale or rental—A three story, brick house in Columbia Heights, first commercial zone; sound-proofed for radio or recording studios; Ample grounds for additional building. Box 428, BROADCASTING.

Immediate delivery, limited supply bare copper wire, numbers 8 and 10. Also microphone cable and cannon plugs. Write or wire H. A. Shuman, 1008 South 33th St., Omaha, Nebraska.

Television broadcast equipment—Available for immediate delivery new guaranteed studio equipment for 525 line Black & White RMA standards. Synchronizing pulse generators, monoscopes and monitors. Camera mixing amplifiers. Polarad Electronics Company, 135C Liberty Street, New York 6, N. Y.

New Collins 300 G 250 watt transmitter, never uncrated; also complete 150 foot antenna Lingo type, base insulated. Harold Dewing, WCVS, Springfield, Illinois.

250 watt composite transmitter, recently taken out of use. Complete set of spare tubes. WGCM, Gulfport, Mississippi.

For sale: Latest type Western Electric one kilowatt transmitter. Still in original crates and in perfect condition as delivered from factory complete with four sets tubes and extra oscillator. Priced at $8300 for quick sale. Write or wire Radio Central Inc., Fairmont Hotel Building, San Francisco, Calif.

Immediate delivery, copper ribbon for grounds, ½x.063, 32c lb; brand new ⅞" soft copper coaxial tubing, 300 ft lengths, 70c ft; 16 ft radar tower sections, 19 inches square, $15 each; automatic dry air dehydrator units for up to 6" coaxials 600 ft long, $200. Electronic Service Co., 431 W. Jefferson, Louisville, Kentucky.

For sale—10,500 feet of new copper ribbon, half hard, ½ inch wide, gauge 0201 excellent for ground system. Two cents per foot. Radio Station WWCO, Waterbury, Conn.

For sale—Speech rack with units which can be wired for small station operation. Contains four Collins 6-A pre-amplifiers, mixing panel with keys, faders, meter, line amplifier, monitoring amplifier and 12" speaker, patch panel, two power supplies. Used equipment, best grade parts, good condition. Necessary to wire up various units to meet your needs U.T.C. Varitran Control type V-5. Rewound and new brushes. One each Collins 6-A, 6-B pre-amplifiers. New Triplett D.C. voltmeter, 0-2000 volts with external resistor. Two Zenith "Cobra" phonograph reproducer groups. Two Brush PL-20 reproducers with equalizers. Needle needs replacing in one cartridge. RCA 828 with 814 tubes. Used approximately 200 hours. Faradon .0003 mfd. Radio Station WRHI, Rock Hill, S. C.

CUSTOM BILT
open-end or
sponsored
TRANSCRIPTIONS
Distinctive
Live Programs
ROBERT EVANS, Inc.
113 W. 57 St. PL 9-4545

AFRA

(*Continued from page 17*)

ing is to be given at least once weekly.

CHICAGO REPORT

AFRA's 730 Chicago members were to decide at a special membership meeting late Friday whether to ratify or reject the proposed two-year contract for Chicago's five Class A stations, based on the New York network agreement. After a solid week of meetings representatives of WGN WMAQ WLS WBBM and WENR and their legal counsel and Ray Jones, assistant executive secretary of the national AFRA and executive secretary of the Chicago local, were still at loggerheads.

The stations, according to a broadcasting spokesman, had agreed to meet the 20% wage increase asked by the talent union, but on one issue—the revised classification for sustaining and commercial announcers included in the working conditions clause of the contract—the broadcasters told Mr. Jones they would risk a strike rather than agree to the union's demands.

AFRA is asking the Chicago Class A stations to eliminate the sustaining staff announcer classification with its minimum wage of $67.50 and replace it with a commercial staff announcer salary of $108 a week. Broadcasters told Mr. Jones they were willing to increase sustaining announcer salaries 20% and commercial announcers' minimum salaries ($90.60) by 20% but argued that to pay commercial rates for sustaining program talent would not only mean wage increases of almost 50% but would force stations to reduce present announcing staffs and create an unnatural and unfair "talent hunt."

For Sale (Cont'd)

For immediate shipment. Gates Model 20-B six channel studio console with power supply, all in good condition, complete with tubes and original instructions. Ideal for two studio announce booth setup. Talk back and audition facilities. $500 FOB, KBTM, Jonesboro, Arkansas.

Wanted to Buy

15 years manager of station wishes to buy, or buy interest in, and manage southern station. Address Box 343, BROADCASTING.

Wanted: Tower, 190 feet self-supporting, complete with lighting equipment; two turntables and other equipment. Give price and full details. Box 433, BROADCASTING.

Financially responsible young man (37 years) college, married, one child, 15 years newspaper and radio advertising experience, interested in purchasing control or substantial interest in station anywhere in Florida. Part of deal must involve use of his services as station manager or commercial manager. Will be vacationing in Florida Dec. 21st to Jan. 21st. Can contact principles during that time. All replies confidential. Complete information requested first letter. Box 436, BROADCASTING.

Miscellaneous

Appraisals. Counsel to prospective station owners, based on twenty-six years of practical broadcasting experience. George H. Jaspert, Radio Consultant, Little Building, Boston 16, Massachusetts. Hancock 4948.

Applications prepared for AM broadcasting stations. Complete assistance including engineering, technical, frequency selection, etc. Low fees. Southern Broadcasters, 720 Weiblen, New Orleans 19.

McGuineas Says 'Facts' Radio's Best Sales Tool

WITH America entering its greatest competitive era broadcasting salesmanship must become more creative, William A. McGuineas, commercial manager of WGN Chicago, told members of the WGN sales staff as a highlight of its annual sales conference, Dec. 10-12.

"As costs increase radio faces increasing competition from newspapers, magazines and other printed media. The elimination of the paper shortage will permit these media to carry all the advertising they can get. They will use every sales idea available to take advertising away from radio and to prevent present advertisers' appropriations from expanding into radio," he warned.

Mr. McGuineas told the group radio's greatest tool for successful selling is "facts" and that time sellers must improve their methods of using them.

FIRE AT WFNC

Station Suffers Little Damage; No Air Time Lost

JUST AFTER Victor Dawson, manager of WFNC Fayetteville, N. C. entered the station's studios Dec. 15, he and Chief Announcer John Slatton were suddenly engulfed in smoke. Within less than a minute the building was filled with smoke and flames. Just before leaving the building, Mr. Slatton patched the network through to the transmitter direct so that no air time was lost. Once outside, he put on a fireman's mask and returned to the studios to retrieve the copy book and log for the day.

The next network program (MBS) was sponsored by the National Board of Fire Underwriters, *Crimes of Carelessness*, and just as City Fire Chief George Brinkley entered one of the smoke-filled studios of WFNC, the loud speaker, which had remained on, blasted: "Put out that cigarette! You know you can't smoke in here." The fire was brought under control, but the music store under the station, where the fire started, was a total loss.

To BROADCASTING Advertisers . .

AN IMPORTANT REMINDER!

Rate card No. 4 will be in effect Jan. 1, 1947 for all 1945-6 regular advertisers, as previously announced. The minimum rateholder space applicable to frequency discounts is ⅛ page (2" x 5½" or 4 1/16" x 2¾"). Contract for minimum space permits advertiser to use larger space units at contract rate. The 1/16th page size is retained, but larger space units run on a 1/16th page contract will be billed on the one time rate.

★*Two inch and ⅜ page sizes have been discontinued.*

NOW YOU CAN
INCREASE
YOUR EARNING POWER
IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St., N.W., Dept. 103, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

NBC Plans World Radio Conference

A WORLD CONFERENCE on public service broadcasting sponsored by NBC to develop worldwide use of radio as a prime agency for international peace and understanding, will be held in New York in April 1947, Dr. James Rowland Angell, NBC public service counselor, announced following an organizational meeting.

Plans include the establishment of a system of international programs and script exchange, a worldwide music contest and music festival and an international radio-recording library.

Benjamin A. Cohen, UN assistant secretary-general for information, promised at the meeting that the UN would convey to representatives attending the conference its views on how radio in various countries can best aid UN.

Those attending the meeting held on Dec. 4 were: Dr. Angell, who presided; Christopher Cross, UN director of radio relations; Clark M. Eichelberger, director of the American Assn. for the UN; Dr. Belmont Farley, radio and press director of the National Education Assn.; W. R. Reid, American director of the BBC; Louise Homfrey, of Australia's Herald Broadcasting Stations; Harry Boyle, CBL Toronto; and such NBC executives as Sterling Fisher, assistant NBC public service counselor; Fred Bate, manager of the NBC international department; Sydney H. Eiges, manager of the press department; Frank Papp, producer of the NBC *Your United Nations*, who is expected to produce shows in connection with the world conference; Dwight Herrick, manager of the public service department; William Burke Miller, assistant manager of WNBC New York; Richard McDonagh, manager of the script department; Owen Davis Jr., director of scripts and literary rights, NBC Television, and William Webb, manager of public service promotion.

Record

(*Continued from page 15*)

tees have asked FCC to allow them additional time for commencement and completion of construction. A majority, however, according to estimates submitted to BROADCASTING, say their stations will be on the air in 1947, many of them during the first part of the year.

Major factors in the less-than-expected growth of television from the standpoint of station numbers included some difficulties in securing equipment, the debate over high-band color television as compared to low-band black-and-white, and the costs of video station construction and operation, all of which were regarded as contributing reasons for the large number of television application withdrawals during the year.

CHARTER is presented to Douglas McMann (center), president of Pasadena Advertising Club, by Bob McAndrews (second from l), vice president of Advertising Association of West and manager of advertising and sales promotion for NBC in Hollywood. At far left is Vernon R. Churchill, president of AAW and assistant to publishers of *Portland* (Ore.) *Journal*. At right are Fred R. Kerman, president of Advertising Club of Los Angeles, and Charles W. Collier, managing director of AAW.

Canada Decides to Limit FM to Major Markets

FM IN CANADA will be limited to major markets until mid-1948, it is learned following a joint meeting at CBC headquarters at Ottawa Tuesday, with representatives of CBC, Dept. of Transport, Canadian Assn. of Broadcasters and Radio Manufacturers Assn. of Canada present. Manufacturers will produce only a limited number of better grade FM sets during first half of 1947, practically all of which will go to Montreal, Toronto, Vancouver and Winnipeg dealers. As a result, FM stations are expected to be started early in 1947 only in those cities. No cheap and medium priced FM receivers are expected to be available in quantity until late 1948. CBC and CAB are to set up a committee of six to study problems of power limitation and range to be covered by FM stations. CBC is working on policy as to FM station licensees.

Attending the meeting, from CBC: A. D. Dunton, chairman; Dr. A. Frigon, general manager; Donald Manson, assistant general manager; E. A. Weir, commercial manager; Gordon Olive, chief engineer; William Richardson, George Young, Jack Radford, H. F. Chevrier, and Charles Jennings; William Bayne, Radio Branch, Dept. of Transport; William Angus, Canadian General Electric; Pete Elliott, Canadian Marconi Co.; Keith S. Rogers, CFCY Charlottetown, P.E.I.; Ken Soble, CHML Hamilton, Ont.; W. Blackburn, CFPL London, Ont.; Harry Dawson, Jim Allard and Joseph Sedgwick, CAB.

Philco Production Up

THE PRESENT volume of production of Philco Corp. is close to the highest levels in the firm's history, according to letter addressed to stockholders last week by John Ballantyne, Philco president. He said that the demand for radio sets and radio phonographs "is so great that even with the company's present volume of production it is impossible to supply distributors and dealers with all of the products they are able to sell."

Date Changed

THE U. OF OKLAHOMA'S annual radio conference on station problems, at Norman and Oklahoma City, will be held Feb. 27 to March 2 instead of March 6 to 9 as originally planned. Dr. Sherman P. Lawton, university coordinator of radio, announced meeting time was changed because of conflict with Assn. of Women Broadcasters' convention in New York City. Conference is attended annually by representatives of networks, stations, agencies, teachers, students, organizations, religious groups, and general public.

TV Tests in Capitol

PREPARATORY to television coverage of governmental news from the nation's capital, WMAL Washington last Wednesday checked television camera positions in the House of Representatives, using one of the two new image orthicon cameras recently delivered to the station. Representing WMAL in conducting the tests were Kenneth Berkeley, general manager; Dan Hunter, chief engineer, and Frank Harvey, television supervisor. The Government was represented by Fred M. Kramer, chief architectural and engineering assistant to the architect of the Capitol, who expressed satisfaction over results of the tests.

Canada TV Plans

FIVE TELEVISION stations are planned for eastern Canada, according to unofficial information from CBC. There are to be two stations at Montreal (one for French and the other for English audiences), one at Toronto, one at Ottawa and one at Hamilton, the latter to act as relay point for American television network shows which can be piped in by way of Buffalo. This will give the most populous area of Canada television service. Farther west at Windsor, opposite Detroit, Canadians will be able to have television by way of Detroit stations. No plans have as yet been formulated by CBC for western Canada. No date has been set for the television stations.

Hottelet Analyzes Soviet Censorship

CBS Correspondent Says Russia Seeks to Hide Weakness

RICHARD C. HOTTELET, CBS correspondent who recently left Moscow after the Soviet government denied broadcasting privileges to U. S. radiomen, last week charged that Russian censorship was designed to give the world an exaggerated impression of Russia's strength.

In his first uncensored broadcast since leaving the Soviet, Mr. Hottelet asserted that "the men in the Kremlin want to conceal that Russia doesn't really have enough physical power to play power politics." Mr. Hottelet spoke from Berlin.

Rigid Russian censorship, he said, was imposed because "Stalin and the small group of men who are the dictators of Russia want to shut their country off from the rest of the world."

"The average independent reporter has his dispatches murdered by a censorship that simply cuts anything it doesn't like," Mr. Hottelet declared. "He can't travel or speak to people for information without official permission. For him, even normal social contact with Russians is impossible.

The CBS correspondent declared that contrary to the impression which the Soviet "propaganda machine" sought to arouse, the "morale of the people is poor . . . , food, clothing, shelter are scarce and bad."

"The Russian standard of living is so low that even the miserable Germans in this battered Berlin seem well housed and well dressed by comparison," he said.

WTVT Toledo Blueprints Are Nearing Completion

ARCHITECTS are completing drawings for the modernistic two-story building which will house television studios and both video and FM transmitters of WTVT Toledo, which was granted license Dec. 5 by the FCC, J. Harold Ryan, vice president and treasurer of the Fort Industry Co., owner of WTVT and of WSPD, Toledo AM outlet, announces. The new studios will be on a site 214 x 124 feet only four blocks from the WSPD studios.

WTVT will operate on Channel 13, with visual power of 27.4 kw and aural power of 14.4 kw. Wave length is 210-216 mc. Overall height of antenna will be approximately 500 feet.

E. Y. Flanigan, WSPD manager, estimates that a minimum of 22 technicians will be required to man the new WTVT plant.

WHN New York and the U. S Navy on Dec. 21 played host to 200 children from orphanages and settlement houses aboard the Navy cruiser U. S. S. Little Rock. Lunch was served in the ship's mess hall and entertainment, in the form of the regular WHN programs was presented on the hangar deck.

Charge Applicant With Red Tinge

California Senator Cites Tendencies at Coast Hearing

CHARGES of Communist affiliation and tendencies were hurled at directors and stockholders of Hollywood Community Radio Group Inc. by California State Senator Jack B. Tenney, chairman of the State Legislature's Committee on Un-American Activities, during FCC hearings in Los Angeles last week.

The verbal attack came during five days of hearings for four applicants for new daytime AM stations: Huntington Broadcasting Co., Huntington Park, Calif. (1540 kc, 5 kw); Coast Radio Broadcasting Corp., Los Angeles (1540 kc, 5 kw) and San Gabriel Broadcasting Co., Monrovia, Calif. (1520 kc, 1 kw), in addition to the HCRG, Los Angeles (1540 kc, 5 kw). The hearing also included FM applications of HCRG and Pacific Radio Corp. Sessions were adjourned Friday to Jan. 2.

Tenney Storm Center

Senator Tenney, subpoenaed by Huntington Broadcasting Co., was the storm center of the week's hearings with his allegations regarding individuals associated with the Hollywood Group. His testimony was admitted over consistent objections of Charles J. Katz, co-counsel for HCRG.

Prior to the Senator's Communist charges, his testimony and its competency and relevancy were challenged by Mr. Katz, who claimed FCC may not exert any censorship authority with regard to material carried by a station "before the fact." FCC Comr. Ray C. Wakefield, presiding, ruled that admission of testimony was not a question "of censorship but rather qualification."

Commissioner Wakefield ruled that membership in any organization (including Communist or Communist Front) is pertinent. He stated its final pertinence and weight will be passed upon by all members of the Commission. Commissioner Wakefield qualified his action only to the extent that the FCC is not bound by "rigid admissibility."

Senator Tenney said his "fact finding" body had investigated activities of Fascist as well as Communist and Communist Front organizations. Repeatedly pressed by opposing counsel for factual evidence, Senator Tenney recited affiliations of Alvin Wilder, president of the Hollywood corporation, as well as Directors Paul Stewart, Calvin Kuhl, Pauline Lauber Finn, John T. McTernan, Seniel Ostrow and Franklin Fearing.

Definitive value of testimony was constantly challenged. Commissioner Wakefield, by direct questioning of Senator Tenney, determined that a major part of individual records was contained in published reports of California Un-American Activities Committee in 1943 and 1945. Inclusion of these records and of the 1946 report, scheduled for release in January, was proposed by Commissioner Wakefield in lieu of constantly bickering testimony. This was agreed upon by respective counsel.

The Hollywood applicant represented itself as a corporation of 76 stockholders, with a 17-man directorate. Top stockholder is Alvin Wilder, commentator heard on KECA Hollywood and other western stations of ABC and NBC. Other stockholders and directors include Sam Moore, Radio Writers Guild national president and co-writer of NBC *Great Gildersleeve;* Cal Kuhl, producer of CBS *Maisie;* George Coulouris, John Garfield, Larry Adler, California Attorney General Robert W. Kenny, Paul Henried.

Wide stock spread was conceived, according to Mr. Wilder, to obtain a cross-section of all interests in the community in order to enjoy their views and profit from their understanding of the community. Questioned on the FCC Blue Book, Mr. Wilder said the station idea was "inspired by it in outlining all of our programs and objectives."

Elsewhere in its presentation, the applicant recognized commercial resistance to Blue Book acceptance when it was stated, "We recognize that in the present state of public enlightenment among advertisers, it may be necessary to apply this policy gradually."

Presentation of Huntington Broadcasting Co. opened the hearings Dec. 16, principally owned (60%) by Leon Wyszatycki, grantee for station in Lackawanna, N. Y. Lloyd D. Mitchell, 5% stockholder, was shown as president.

Hearings were adjourned Friday after presentations of Coast Radio Broadcasting Corp. and San Gabriel Valley Broadcasting Co. In Coast Radio, Hugh B. Murchison is majority stockholder with the remainder taken up by Henry E. Straub, Thomas S. Bunn, M. V. Moulton, Ellen D. Welch, Elsie H. Jones.

San Gabriel Broadcasting Co. based its bid on plans for a distinct community service in Monrovia as against improved metropolitan services offered by contending applicants. Owners are William J. Omer, 40%; Alexander Lewis, 30% and Herbert Herzenberg, 30%.

3-Judge U.S. District Court Hears Transfer Denial Case

ORAL ARGUMENT in the suit of Murray and Meyer Mester to set aside a decision of the FCC denying transfer of control of WOV New York to the Mesters was heard in the U. S. District Court, Eastern District of New York, before a three-judge court last week.

The Mester brothers, Brooklyn oil merchants, filed the suit June 21, more than three months after the Commission denied them permission to purchase controlling interest in WOV from Arde Bulova and Harry D. Henshel for $300,000. The FCC's denial contended the applicants had not established "adequate technical, character and other qualifications" to convince the Commission that the Mesters should be entrusted with a station license.

Mr. Bulova, who also owns WNEW New York, chose to sell his interest in WOV when the FCC ruled that no licensee could own two stations in the same coverage area. He and Mr. Henshel were represented in court by Sanford H. Cohen who asked for dismissal of the case. Mr. Cohen based his request on a clause in the original contract between the Mesters and the sellers. He said that the contract is "null and void" because of a clause in the contract which stipulates "that sale and transfer of shares of stock herein is subject to the approval of the FCC."

The Mesters' defense was built around the interpretation by the FCC of the word "character." Philip J. Hennessey, attorney for the plaintiffs, pointed out that the Mesters had never been convicted of a crime involving "felony or moral turpitude" and that this was one of the questions asked the would-be station owners in a written questionnaire." He contended that the FCC finding is arbitrary and not supported by the evidence. He based his argument on Section 402A of the Communications Act of 1934.

Bernard Noskin, another attorney for the Mesters, said that he felt "the FCC had no power to deny a license, and the denial was based on prejudice. The FCC, in order to deny a license, must have specific standards and reasons to go by, and it did not cite such in this case. The Commission, in effect, wants the power of censorship. Suppose we had a national Commission to license the press, and suppose that no newspaper could be published without the consent of this Commission. Would we tolerate anything like that? We claim that Congress never contemplated that the FCC have this power."

Max Goldman, representing the FCC, said that the character qualification of the plaintiffs was not the only issue considered by the FCC. He said that the applicants for WOV failed to convince the Commission that they would continue to operate the station in the interests of the public. No move, he said, was made by the Mesters to assure the promise of WOV personnel to remain on after the station left Bulova control.

Mr. Goldman told the court that the plaintiffs had been treated no differently from other applicants by the FCC. He said that the Mesters had been involved in civil litigation when they sold oil in quantities which were short in the amount alleged to be contained in the cans.

Richard E. Odea, minority stockholder of WOV and also a defendant, filed a brief in which he sided with the FCC and differed from Mr. Bulova, who urged that the suit be dismissed on grounds of mootness. His brief held that the suit is not moot.

The Mester brothers were represented by Segal, Smith & Hennessey, Washington, and Bernard Noskin, New York. The Government was represented by J. Vincent Keogh, U. S. Attorney, Eastern District of New York; Benedict P. Cottone, general counsel; Harry M. Plotkin, assistant general counsel, FCC, Frank J. Parker, Assistant U. S. Attorney, and by Max Goldman, Erich Sachl and Arnold D. Berkeley, FCC attorneys.

A decision of the judges is expected to be handed down within the next 30 days.

WWSC Glens Falls, N. Y., Takes Air on 1450 kc.

WWSC, 250 w station on 1450 kc in Glens Falls, N. Y., took the air on Dec. 18. Station is owned by Great Northern Radio Inc., with Martin Karig, formerly of WALL Middletown, N. Y., president, and Judge Alexander P. Robertson, Glens Falls, secretary-treasurer.

WWSC is an MBS affiliate with UP news service. It is on the air from 7 a.m. to midnight. Eric Fields, formerly of WOR New York, is manager; Robert Gifford, Niagara Falls, is program director; Arthur Cooper, formerly of WALL, is commercial manager.

Bergen - McCarthy Show Tops Others in Canada

NOVEMBER NATIONAL ratings of Elliott-Haynes Ltd., Toronto, released Dec. 10, place *Charlie McCarthy and Edgar Bergen* first with rating of 37.7, followed by *Fibber McGee & Molly* 37.4, *Radio Theatre* 35.9, *Ozzie & Harriet* 25.3, Fred Allen 23.5, *Amos 'n' Andy* 22.7, National Hockey League Games (Canadian program) 21.9, *Album of Familiar Music* 20.9, *Waltz Time* 19.8, and Bob Hope 19.7.

Canadian English daytime programs for November were rated *Happy Gang* first with rating 20.6 (Canadian program), *Big Sister* 18.0, *Ma Perkins* 17.8, *Pepper Young's Family* 16.5, and *Life Can Be Beautiful* 15.3.

At Deadline ...

SIX LOS ANGELES VIDEO GRANTS; DON LEE DELAYED

TELEVISION GRANTS for six of seven channels available at Los Angeles, and memorandum opinion finding Paramount Pictures controls licensees or grantees of four video stations (one short of maximum allowed by FCC) announced by FCC Friday. Paramount also found to control three pending video applicants.

Fourth Paramount grant among Los Angeles authorizations, Don Lee Broadcasting System, awaiting hearing next month on alleged violations of FCC network option-time rules, given neither grant nor denial of Los Angeles application. Hughes Tool Co., other L. A. applicant, withdrew. One channel still open there.

Broadcasting Corp. of American (licensee KPRO Riverside, KROP Brawley, KREO Indeo, Calif.) given grant for video station at Riverside using Channel 1 (44-50 mc), 1 kw visual, 1 kw aural power, antenna height 5,132 feet.

Los Angeles grantees:

NBC—Channel 4 (66-72 mc), 15-kw visual power, 8 kw aural, antenna height 3,130 feet.

ABC—Channel 7 (174-180 mc), 4.5 kw visual, 2.7 kw aural, 2,831 feet.

Times-Mirror Co.—Channel 11 (198-204 mc), 19.15 kw visual and aural, 3,096 feet.

Television Productions Inc.—Channel 5 (76-82 mc), 29.2 kw visual, 15.7 kw aural, 29.21 feet.

Dorothy S. Thackrey (KLAC KYA WLIB)—Channel 13 (210-216 mc) 16 kw visual, 16 kw aural, 3,130 feet.

Earle C. Anthony Inc. (KFI)—Channel 9 (186-192 mc), 16.1 kw visual, 17 kw aural, 3,037 feet. (Comrs. Clifford J. Durr and Rosel H. Hyde thought no action should be taken on KFI application pending action on KFI renewal.)

In first such investigation in television, FCC ruled Paramount exercises control within meaning of FCC rule—over Allen B. Du Mont Labs. [WABD New York, WTTG Washington and Interstate Circuit Inc., Dallas applicant, as well as Balaban & Katz Corp. (WBKB Chicago), Television Productions (Los Angeles grantee), United Detroit Theatres (Detroit applicant], and New England Theatres (Boston applicant). Paramount control of latter four had been conceded.

However, FCC noted, grant to Television Production would not bring total video outlets of these companies to maximum allowed.

Commission found Paramount "has no stock ownership or management interest in Maison Blanche Co.," New Orleans applicant.

FCC also noted Television Productions among defendants in anti-trust suit relating to television equipment but concluded "the nature of the charge against applicant does not appear to be such as to require a denial of a grant on that ground." If trial of suit develops justifying facts, Commission said, further consideration be given on license renewal.

CRS DEADLINE JAN. 15

FCC ANNOUNCES extension from Dec. 31 to Jan. 15 of deadline for suggestions on development or operation of equipment to be used in 460-470 mc band for Citizens' Radiocommunication Service.

NAB ASSN. of Women Broadcasters holds 1947 convention March 7-9 at Hotel Roosevelt, N. Y. with March 8 sessions open to public, Alma Kitchell, WJZ N. Y., AWB president, announced Friday.

10 NEW FM STATIONS ARE AUTHORIZED BY FCC

(Earlier FM Grants, page 44)

CONSTRUCTION PERMITS for 10 new FM stations (eight Class B, two Class A) announced by FCC Friday; three others issued "in lieu of previous details." Permittees as follows (power is effective radiated power, antenna height is height above average terrain; AM asociation shown in parentheses):

WMAS Inc. (WMAS), Springfield, Mass.—Class B; 96.7 mc. (Channel 244); 3.2 kw; 975 feet.

Times Herald Co., Port Huron, Mich.—Class B; 102.3 mc. (No. 272) 22 kw; 485 feet.

Wyandotte (Mich.) News Co.—Class A; 104.7 mc. (No. 284); 1 kw; 110 feet.

*Independent Merchants Bcstg. Co. (WLOL), Minneapolis—Class B; 101.5 mc. (No. 267); 34 kw; 410 feet.

WMIN Bcstg. Co. (WMIN), St. Paul—Class B; 100.9 mc. (No. 265); 59 kw; 375 feet.

WHEB Inc. (WHEB), Portsmouth, N. H.—Class B; 97.7 mc. (No. 249); 20 kw; 715 feet.

Palladium-Times Inc., Oswego, N. Y.—Class B; 101.9 mc. (No. 270); 2.6 kw; 425 feet.

St. Lawrence Bcstg. Corp. (WSLB), Ogdensburg, N. Y.—Class B; 100.3 mc. (No. 262); 13.7 kw; 320 feet.

Radio Projects Inc., Syracuse, N. Y.—Class B; 94.3 mc. (No. 232); 8.5 kw; 690 feet.

Samuel R. Sague, Cleveland Heights, Ohio—Class A; 104.7 mc. (No. 284); 1 kw; 250 feet.

*Ft. Hamilton Bcstg. Co. (WMOH), Hamilton, Ohio—Class B; 98.9 mc. (No. 255); 6 kw; 235 feet.

*Sharon (Pa.) Herald Bcstg. Co. (WPIC)—Class B; 102.9 mc. (No. 275); 27 kw; 450 feet.

Greater Huntington Radio Corp. (WHTN), Huntington, W. Va.—Class B; 99.9 mc. (No. 260); 53 kw; 560 feet.

(*) In lieu of previous details.

WSPD VIDEO ORDER

FIRM ORDER for approximately $200,000 in RCA television equipment placed Friday by Fort Industry Co. for WSPD-TV Toledo with P. B. Reed, RCA Victor Washington representative. Order covers type TT5-A transmitter (5 kw video, 3 kw audio, plus antenna system, four image orthicon cameras for field and studio use, control equipment for field and studio, and motion picture projection equipment for both 16 mm and 35 mm projection. WSPD-TV assigned channel No. 13 (210-216 mc).

CITES TV OPPORTUNITY

RADIO PARTS manufacturers urged to get into television by Irving Kane, president of Viewtone Television & Radio Corp. at a meeting to introduce video receiver, the "Futura," retailing at $225 plus installation. Pointing out that with 60,000,000 radios in use and retail sales and prices dropping, he said television "is here and will pick up the slack."

WLIB-ACA EXTENSION

WLIB N. Y. and American Communications Assn. (CIO) extended for two weeks old contract for WLIB announcers. William Bender, chairman ACA Atlantic Branch, reported "negotiations are now going on between union and WLIB, and station has agreed to make any wage increases agreed upon retroactive to Dec. 14, date old contract expired."

WBS, GUILD AGREE

WORLD BROADCASTING System, N. Y., and United Office & Professional Workers of America (CIO), Radio Guild, have come to agreement of all points of contract for WBS white-collar staff. Contract expected to be signed about Jan. 6, retroactive to Nov. 1.

FOUR NEW AM OUTLETS ARE GRANTED BY FCC

GRANTS for four new AM stations announced Friday by FCC, along with withdrawal of one of near-record 22 grants issued Tuesday (story page 80). Grantees:

Pittsburg, Kan.—Pittsburg Publishing Co., 1340 kc, 250 w, fulltime. Owned (98%) by Stauffer Publications, 94% owner KGFF Shawnee, Okla., and publisher of papers in Pittsburg, Topeka and Shawnee, Arkansas City (Kan.), Grand Island (Neb.), Marysville and Nevada (Mo.). Oscar S. Stauffer, president. Granted Dec. 19.

Lawrence, Mass.—Lawrence Broadcasting Co., 590 kc, 1 kw, day only. Principals: George H. Jaspert (40%), Boston consultant on radio station operations; Gordon S. Ley (60%), research engineer, Submarine Signal Co. Douglas L. Ley holds one qualifying share; Harold A. Ley, real estate company executive, to take 10% stock interest. Granted Dec. 19.

Kannapolis, N. C.—Fred H. Whitley, part owner W. H. Whitley & Sons Funeral Home, Kannapolis. 870 kc, 1 kw, day only. Granted Dec. 19.

Johnson City, Tenn.—Washington County Broadcasting Corp. 1050 kc, 1 kw, day only. Principals: M. T. McArthur (66%), president John Sevier Hotel Corp., other business interests; James C. Wilson (34%), Navy veteran, with WOPI Bristol, Tenn.

Grant withdrawn was one issued Dec. 17 to Snowy Range Broadcasting Co., Laramie, Wyo., for fulltime on 1340 kc, 250 w. Snowy Range application set for hearing with Voice of Wyoming request for same facilities, also at Laramie.

SMITH WOULD APPLY LEA ACT TO ALL BUSINESS

REVISION of Lea Act, making it applicable to all business rather than broadcasting, planned in new labor legislation to be introduced early next month by Rep. Howard W. Smith (D-Va.), according to statement released Friday by Mr. Smith. Republicans planned similar move [BROADCASTING, Dec. 9].

Late Friday Sen. Robert A. Taft (R-Ohio), chairman Senate GOP Steering Committee and slated to become Labor Committee chairman, said new Congress will be ready to enact labor legislation by Feb. 15. Special Republican Labor Committee expected to have bill ready for Congress opening Friday, he said, with hearings immediately.

'GUIDING LIGHT' SETTLEMENT

FIVE-YEAR litigation in Illinois over ownership of *Guiding Light* program on NBC General Mills hour ended when attorneys for Irna Phillips, defendant, in suit filed by Emmons Carlson, NBC Central Division promotion manager, agreed to settlement reported in excess of original $125,000 offer. Mr. Carlson had won court appeal in claim of half ownership of program.

Closed Circuit

(Continued from page 4)

port to Congress, now being drafted. Committee investigators turned up choice morsels about alien influences in Government—particularly FCC, with foreign-directed move to unsell public on American System of doing business, especially broadcasting. Report scheduled for filing before Dec. 31.

SHOULD Rep. Clarence J. Brown (R-Ohio) decide not to press for majority leadership in new Congress, it's sure bet he'll head Interstate & Foreign Commerce subcommittee on communications. His first task, should events develop in that direction, would be complete overhauling of FCC. There's talk in some quarters of requiring networks and stations, by legislation, to employ competent copyreaders to edit all newscasts and commentaries before broadcasts.

WISHING YOU A VERY MERRY CHRISTMAS

WDEL	**Wilmington, Del.** (*Established 1922*)
WGAL	**Lancaster, Pa.** (*Established 1922*)
WKBO	**Harrisburg, Pa.** (*Established 1922*)
WRAW	**Reading, Pa.** (*Established 1922*)
WORK	**York, Pa.** (*Established 1932*)
WEST	**Easton, Pa.** (*Established 1936*)

NBC

SALES REPRESENTATIVE

RADIO ADVERTISING CO.

NEW YORK CHICAGO

SAN FRANCISCO DALLAS HOLLYWOOD